Forest Service Values Poll Questions

Results and Analysis

Prepared by
Bruce Hammond, Ph.D.
Senior Consultant
Kaset International

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Executive Summary

Forest Service Values Poll Questions Results and Analysis

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Prepared for
United States Department of Agriculture Forest Service
by Kaset International
8875 Hidden River Parkway
Tampa, Florida 33637

Executive Summary

Preliminary Considerations –

In April, 1994, the U.S. Forest Service entered into a contract with Kaset International to conduct a values poll of U.S. residents. The values poll was conducted to uncover major trends and themes as reflected in responses to broad-based statements related to public forest and grassland use. The Forest Service Reinvention Team decided it would be useful and appropriate to poll a sample of 500 United States residents to gather their perceived values related to the use and care of public forests and grasslands. In this way, the team would have a broad representation of American public opinion to consider on matters as it deliberated the future of the organization.

Methodology –

A consultant from Kaset facilitated focus groups with Reinvention Team members, and employees and staff to gain an understanding of the important issues the organization will face as it moves into the next century. The notes from the focus groups were used as a basis for preparing the individual items for the values poll.

In order to validate the utility of the instrument a random sample of 250 United States residents was telephoned the first week of April, 1994, to obtain 50 completed calls.

Minor changes were made to the instrument, primarily for clarification. The actual Forest Service values poll was conducted the week of April 25, 1994. A total of 4511 calls were made across the country to complete a total sample of 500 United States residents. The data from the poll was process and analyzed in early May, 1994. The final report draft was written during the week of May 9, 1994.

Feedback sessions were held with appropriate personnel.

The values poll has a confidence interval of plus or minus .05. That is, the sample size of the poll is appropriate in order to generalize the results.

Major Themes –

The Overriding Theme -

- Maintain Healthy Public Forests And Grasslands

Other Major Themes -

- The Federal Government Should Take A Scientific Approach To The Management Of Public Forests And Grasslands
- Creating Recreation Opportunities On Public Lands Is Important To The General Public
- The Federal Government Should Balance Recreational Use Of Public Land With Logging, Mining, And Grazing Uses
- The Federal Government Has An Obligation To Maintain Healthy Public Forests
- The Federal Government Should Inform And Interact With The American People So The Public Can Take An Active Role In Managing And Protecting Public Forests
- The Long Term Health Of The Public Forest Land Should Not Be Compromised For Short Term Gains
- Federal And State Government Agencies Represent The Public's Interest In Public Land Management
- The Consumer Needs Of The American Public Should Not Be Satisfied At The Expense Of The Health Of Public Forests
- It Is The Role Of The Federal Government To Discover And Disseminate New Information For Solving The Natural Resource Problems Of The Future
- The Federal Government Should Assist State And Local Government Agencies And Private Land Owners In Managing Forest Lands

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Values Poll Instrument
Tabular Representations

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Introduction

Forest Service
Values Poll Questions
Results and Analysis

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The Contractor –

The values poll reported in this document was commissioned by the U.S. Forest Service Reinvention Team in April 1994.

The poll was conducted by Kaset International, a recognized leader in the area of service quality and customer relations. Kaset has done extensive work with the agencies of the federal government including the Forest Service.

The report itself was prepared by Bruce Hammond, Ph.D., a senior consultant with Kaset. He has over 25 years experience as a consultant and is a government specialist.

Prepared for
United States Department of Agriculture Forest Service
by Kaset International
8875 Hidden River Parkway
Tampa, Florida 33637

Phone (813) 977-8875

Introduction

Preliminary Considerations:

Objective of the Poll –

A *values poll*, by its very nature, is an attempt to capture broad public thoughts on general topics. Unlike issue-specific surveys that are constructed to solicit in-depth information to drive change, values polls are designed to establish trends that may or may not be investigated further and may or may not indicate or prescribe a need to change. This was the objective of this study.

This values poll was conducted to uncover major trends and themes as reflected in responses to broad-based statements related to public forest and grassland use. As such, the findings contained in this report should prove to be very useful to the **Forest Service Reinvention Team** as it works to design the Forest Service of the future. More specifically, the findings will provide the team with a framework of values that describes how the general public in the United States feels about the management and use of public forests and grasslands.

Some of the reported trends may seem to be more significant than others with respect to reinventing the Forest Service. Those that seem especially important or compelling could be clarified or amplified by conducting focus groups of United States residents. In this way, the Reinvention Team can surface why people answered as they did and uncover feelings and thoughts behind the identified trends.

Rationale –

It was established during initial discussion that the Forest Service Reinvention Team was soliciting letters from individuals representing various points of view as part of its overall strategy. A review of a sample of the letters indicated that this qualitative data, although useful, was very subjective and the views expressed tended to reflect special interests (ex. mining, logging, grazing, etc.) rather than the opinions of the general public. Consequently, the Reinvention Team decided it would be useful and appropriate to poll a sample of United States

residents to gather their perceived values related to the use and care of public forests and grasslands. In this way, the Reinvention Team would have a broader representation of American public opinion to consider on matters as it deliberated the future of the organization.

Given the assumption that the typical United States resident has a very limited knowledge of the Forest Service mission, its various activities and related concerns, it was decided that a values poll was the most appropriate method to gather feedback. Therefore, rather than asking very specific questions in an in-depth survey, a more general instrument was developed to elicit meaningful responses. (See Appendix)

Methodology –

Step One - Preliminary Meeting

A preliminary meeting was held between representatives of the Forest Service Reinvention Team and a Senior Consultant from Kaset International. The meeting was conducted to discuss the project and determine the parameters of the initiative.

Step Two - Focus Groups

The consultant from Kaset facilitated focus groups with Reinvention Team members and other Forest Service employees and staff. The purpose of the focus groups was to gain an understanding of the important issues the organization will face as it moves into the next century. A secondary purpose of the focus groups was to explain the project to everyone involved.

Step Three - Developing the Polling Instrument

Once the focus groups were completed, representatives of the Reinvention Team and the Kaset consultant met to create the values poll instrument. The notes from the focus groups were used as a basis for discussion and for preparing the individual questions.

The completed draft of the polling instrument was shared with the Reinvention Team for review and needed changes. It was approved and returned to Kaset for a pre-test.

Step Four - Conducting the Values Poll Pre-Test

In order to validate the utility of the instrument a random sample of 250 United States residents was telephoned the first week of April, 1994, to obtain 50 completed calls. The results of the telephone poll were reviewed by representatives of the Reinvention Team and the Kaset consultant. Minor changes were made to the instrument, primarily for clarification.

Step Five - Conducting the Values Poll

The Forest Service values poll was conducted the week of April 25, 1994. A total of 4511 calls were made across the country to complete a sample of 500 United States residents. The completed sample was chosen randomly and represented residents who live in 48 states.

Percent of total responses from the various regions of the United States were:

Northeast	24%
West	15%
Mountain	8%
Midwest	20%
Southwest	10%
Southeast	23%

Step Six - Processing and Analysis of the Data

The data from the poll was processed and analyzed in early May, 1994. The preliminary results were reviewed by representatives of the Reinvention Team and the Kaset consultant on May 5, 1994. Clarification was sought and gained on specific aspects of the preliminary data and the preferred format of the final report.

Step Seven - Final Report

The final report draft was written during the week of May 9, 1994. It was forwarded to representatives of the Reinvention Team for format review. It was returned to Kaset and finalized on May 16, 1994.

Step Eight - Feedback Sessions

Feedback sessions with the Reinvention Team and other Forest Service employees and staff members are scheduled for May 19 and 20, 1994 in Washington, D.C. and Arlington, Virginia. During the sessions the report will be reviewed and discussed. Recommendations will be made by the Kaset consultant concerning how the findings might be used by the Reinvention Team in its work. Next steps will also be discussed.

Reporting Indicators –

Format of the Report -

This report is divided into 3 major sections.

Section One– Major Themes, is a review of the findings from a thematic perspective.

Section Two– Recommendations, is a discussion of how the Reinvention Team might make use of the findings as it plans for the future.

Finally, *Section Three– Appendices*, contains the polling data and other polling-related items.

Response Significance -

The values poll participants were asked to rate how they felt about each of 26 statements read to them. The scale was a seven point range with 1 representing "strongly disagree" and 7 representing "strongly agree."

For purposes of this study a response that was 3.9 or lower was determined to be a significant disagreement with a statement and a response of 5.0 or higher was determined to indicate significant agreement with a given statement. A higher number or lower number (as the case may be) was deemed to be an indication of the strength of agreement or disagreement with a given item. Scores in the 4.0-4.9 range were determined to be "null" answers that neither agreed or disagreed with a statement and demonstrated no particular position regarding its content. However, some scores in the null range, when combined with other more significant scores can provide clarification and support for agreement or disagreement.

Values Poll Confidence Level -

This values poll has a confidence interval of plus or minus .05. That is, the sample size of the poll is appropriate in order to generalize the results. In other words, it is probable that if another sample was used, the results would be identical to the original to a point of plus or minus .05.

Section 1

Major Themes

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Section 1
Major Themes

Grouping the Findings –

Although there were 26 items on the values poll instrument, in some cases the responses from the public formed natural groupings. This occurred in part because the content of many items was similar or the sentiments reflected in answers complemented one another. In any event, the groupings are intended to reflect the most significant findings in a way that will provide the greatest clarification.

The Overriding Theme –

Maintain Healthy Public Forests And Grasslands

In general, most of the responses to the values poll indicate that the overriding concern of United States residents is maintaining healthy public forests and grasslands. Just who should do this and how it is done seems to be secondary to the notion that these forests and grasslands remain in a healthy state.

No doubt this concern in the United States is a product of increased media coverage of the environment in the past several decades and improved education on environmental issues in American schools. Therefore, the strong feeling about the health of the public forests and grasslands may be part of the more generalized concern about our global environment. Anything that suggests that our overall environment is less healthy than it should be, then, is bound to be a major concern.

However, when a television viewer sees pictures of the rampant depletion of South American rain forests, or when they see or hear about the allegedly reckless logging of old growth hardwoods in the Western United States, or the devastation brought on by forest fires across the country, the health of our own forests and grasslands is naturally called into question. While it may be argued that problems in our public forests and grasslands are largely exaggerated and the product of misinformed minds, it may also be argued that the fears seem real no matter what their cause. Apparently, most people in America are convinced that maintaining healthy public forests and grasslands is somehow tied to the quality of life in this country. Impacting one will impact the other.

Other Major Themes –

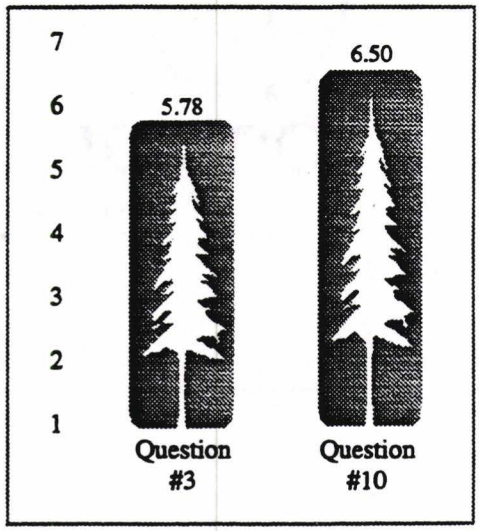
The Federal Government Should Take A Scientific Approach To The Management Of Public Forests And Grasslands (Questions 3, 10)

GRAPH #1

The poll participants seem to feel that the federal government should take a "scientific approach" to the management of public forests and grasslands. On the face of it, their responses to statements 3 and 10 would suggest that this approach should emphasize replacing timber and other renewable natural resources. Beyond that single point, the intention or meaning behind public response to these statements this a matter of conjecture.

Given the probable wide range of experience and education among the people in the sample, it may be that some participants were thinking that a scientific approach means ecosystem management. On the other side, others may have been thinking simply in terms of using common sense in managing public forests and grasslands.

Graph #1



Question #3 It is important to take a scientific approach to the management of the public forests and grasslands.

Question #10 Timber and other renewable natural resources harvested from public forests should be continually replaced.

Still, it is very probable that "scientific approach" is somehow tied in the public's mind to making rational, reasoned decisions about our forests and grasslands based on the use of credible information. To put it another way, it appears the American public is against the mindless destruction of public forests and grasslands for the sake of profit and they expect the federal government to prevent this from happening.

Other Major Themes – (Continued)

Creating Recreation Opportunities On Public Lands Is Important To The General Public (Questions 5, 16)

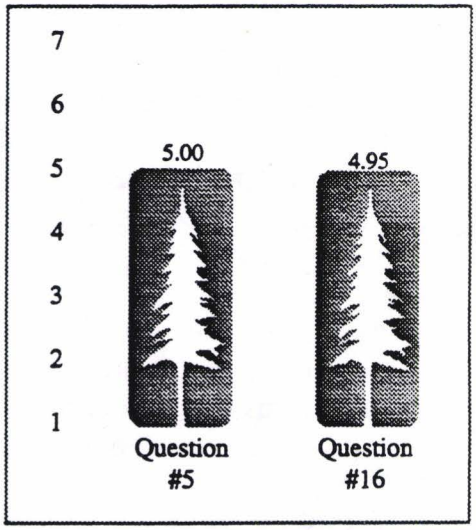
GRAPH #2

It appears that the American public thinks creating recreational opportunities on public land is very important. Although the poll did not ask for specific preferences, one would suspect that these opportunities would support the normal range of sporting and leisure activities (ex. hiking, boating, camping, etc.).

One might also speculate that this interest in the use of public land is increasing given the unprecedented growth of outdoor recreational activity in this country.

Just who is to create these opportunities is unclear. Presumably, federal, state, and local governments would have a hand in creating them, although the response to other items in the survey would suggest differently.

Graph #2



Question #5 Creating recreation opportunities (boating, hunting, camping, etc.) on public forest lands is important to me.

Question #16 The federal government should balance the wilderness and recreational use of public land with logging, mining and grazing uses.

Other Major Themes – (Continued)

The Federal Government Should Balance Recreational Use Of Public Land With Logging, Mining, And Grazing Uses (Questions 14, 15, 16, 18)

GRAPH #3

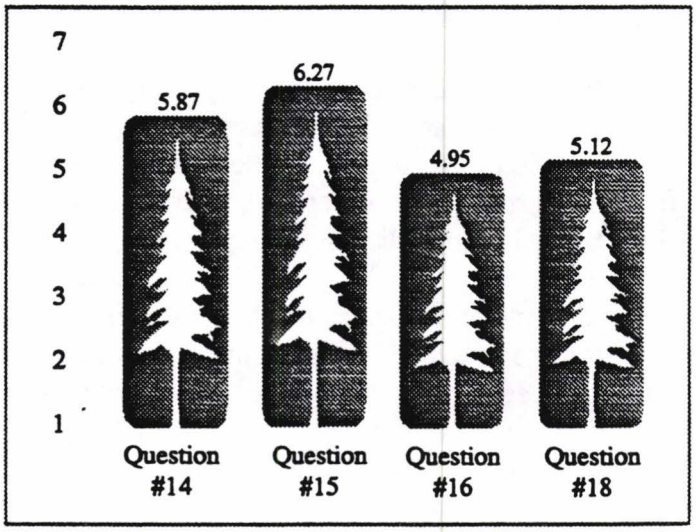
Once again, the public indicates in the values poll that the federal government should be the primary caretaker of public forests and grasslands with regard to balanced use management.

Aside from assigning this responsibility, the response to these items shows a strong belief that it should not be an either/or situation; that recreation should not occur at the expense of commercial interests and vice versa.

People want recreational opportunities but they seem to recognize that the public forests and grasslands have other important uses.

More to the point, the public apparently feels that a healthy balance can and should be maintained, even in the face of the claims of many special interest groups that indicate one use will ultimately and almost automatically nullify the other uses.

Graph #3



Question #14 The long term health of public forest land should not be compromised by the short term need for natural resources.

Question #15 The federal government has the responsibility of conserving public forest resources for future generations.

Question #16 The federal government should balance the wilderness and recreational use of public land with logging, mining and grazing uses.

Question #18 Federal government organizations like the Forest Service should increase the regulation of commercial use of public forests.

Other Major Themes – (Continued)

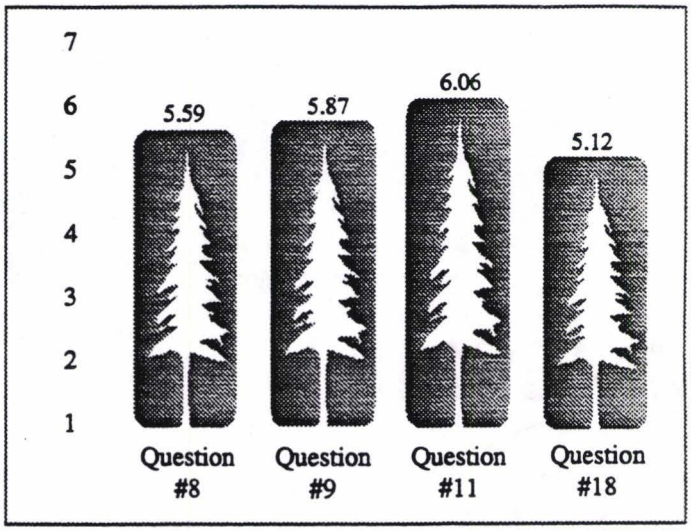
The Federal Government Has An Obligation To Maintain Healthy Public Forests (Questions 8, 9, 11, 18, 25)

GRAPH #4

Although the idea of maintaining healthy public forests and grasslands was discussed earlier, the point here is that the public seems to believe that:

- ▼ human intervention is necessary to accomplish this end;
- ▼ this is a primary management objective;
- ▼ the United States has an international responsibility to maintain a healthy environment;
- ▼ federal agencies like the Forest Service best represents their interests in managing the forests.

Graph #4



Question #8 Human intervention is necessary to maintain the health of public lands.

Question #9 The primary purpose of managing public forests is to maintain a healthy environment.

Question #11 The United States has an international obligation to maintain the health of America's forests.

Question #18 Federal government organizations like the Forest Service should increase the regulation of commercial use of public forests.

Question #25 My interest in public forest management is best represented by:

Congress	5%
Special Interest Groups	21%
Federal Agencies like the Forest Service	47%
State Agencies	13%
Other Groups	7%
Not Represented	7%

Obviously, this theme is significant for a number of reasons. First, it recognizes that the increasing use of these lands is taking its toll and that it has become a human problem to resolve. In short, it suggests that man must partner with nature to effectively resolve forest and grassland use issues. Second, it indicates that the management of these areas is extremely important and should not be left to chance. Third, the public realizes that what happens to American forests and grasslands impacts the international community and that management policies and attending use should not be parochial in their vision and scope. Finally, the general public believes that government, especially federal agencies like the Forest Service have a leading role to play in the management of public forests and grasslands.

Other Major Themes – (Continued)

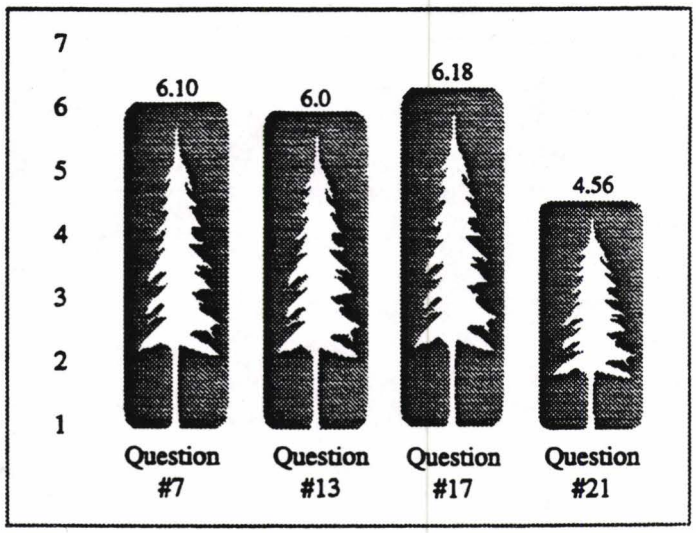
The Federal Government Should Inform And Interact With The American People So The Public Can Take An Active Role In Managing And Protecting Public Forests (Questions 7, 13, 17, 21)

GRAPH #5

People clearly want to be informed about the management and use of public forests and grasslands. They want to know their options and the extent to which they can impact how these areas are managed.

Although this finding seems to be at odds with the earlier observation that they also want the federal government to take management responsibility for public forests and grasslands, it probably is not. Quite simply, it does not have to be one or the other. Americans can certainly rely on the federal government for some things and still want to exercise a degree of personal control at the local or even the individual level.

Graph #5



Question #7 It is important for the federal government to inform and interact with the American people about all public forest matters.

Question #13 The American public should take an active role in managing and protecting public forests.

Question #17 The federal government should ask the American public for their thoughts about public land use on a regular basis.

Question #21 I am aware of how to participate in the management, care and use of public forests.

In any case, the responses to items concerning the role of the public in managing public forests are very strong and deliberate. There is no doubt that the residents of the United States insist on playing an important part in this process and that they feel that they know how to access that responsibility.

Other Major Themes – (Continued)

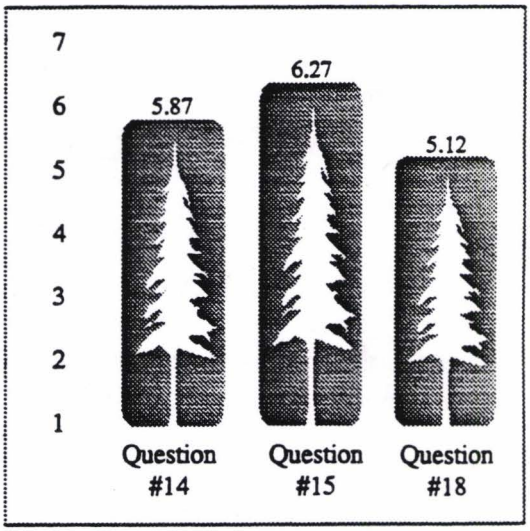
The Long Term Health Of The Public Forest Land Should Not Be Compromised For Short Term Gains (Questions 14, 15, 18)

GRAPH #6

There is, of course, significant pressure on public officials and government agencies to allow commercial interests access to the natural resources found on public forest land. While the public understands this need and the good that can come from such harvesting, the public does not seem willing to sacrifice the health of the forests in order to produce consumer goods or increase profits to private companies.

The people in this country also seem to recognize that the public forests must be preserved for future generations and that what is done today will impact tomorrow. Put another way, any short-sighted excesses of the past will not be permitted in the present and the public expects the federal government to be responsible for conserving the forests for those yet to be born.

Graph #6



Question #14 The long term health of public forest land should not be compromised by the short term need for natural resources.

Question #15 The federal government has the responsibility of conserving public forest resources for future generations.

Question #18 Federal government organizations like the Forest Service should increase the regulation of commercial use of public forests.

Such a long term view of the future is not unique to this generation, of course, but the results of the poll indicate that it may be more widespread now than it has been in this century. At the very least, this value poll validates the contention of many conservation groups that the public truly cares about the long term health of its public forests.

Other Major Themes – (Continued)

Federal And State Government Agencies Represent The Public's Interest In Public Land Management (Questions 15, 16, 17, 18)

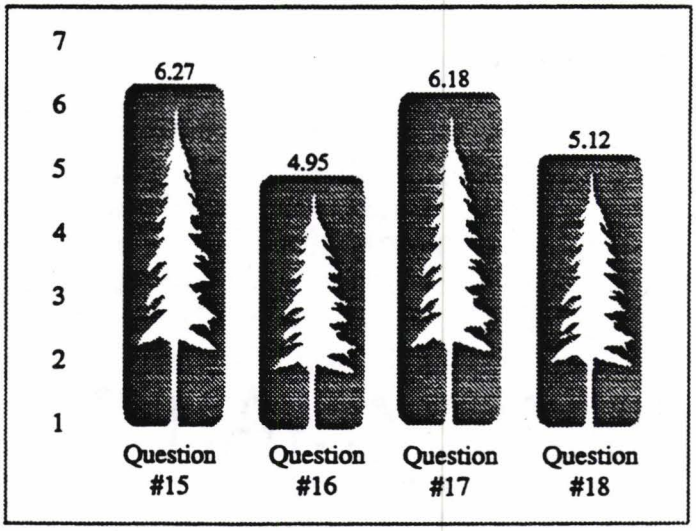
GRAPH #7

People in this country seem to look to their governments, particularly appropriate agencies, for leadership in public land use management.

It is likely they believe that these groups have the power and authority to represent their interests in maintaining healthy public forests and grasslands.

While the public appears to recognize that those who live closest to these areas have an important role to play in the way public forests are utilized and managed, they also seem to feel that federal and state agencies need to keep a watchful eye out to see that broader interests are not overlooked.

Graph #7



Question #15 The federal government has the responsibility of conserving public forest resources for future generations.

Question #16 The federal government should balance the wilderness and recreational use of public land with logging, mining and grazing uses.

Question #17 The federal government should ask the American public for their thoughts about public land use on a regular basis.

Question #18 Federal government organizations like the Forest Service should increase the regulation of commercial use of public forests.

It is also worth noting that special interest groups (ex. conservation, commercial interests, etc.) came in a distant second compared to government agencies with respect to representing the public's interest in public forest management. Congress fared even worse in this values poll with only 5% of respondents indicating they represented their public forests and grassland management interests.

Other Major Themes – (Continued)

The Consumer Needs Of The American Public Should Not Be Satisfied At The Expense Of The Health Of Public Forests (Questions 4, 12)

GRAPH #8

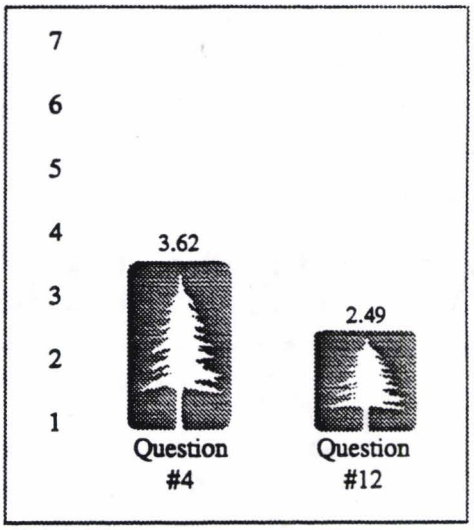
This theme was also echoed in other findings as the scores on items related to this issue were especially significant.

In fact, the lowest score in the entire poll (2.49) was given to item 12 which read that the consumer needs should be given priority even if the public forests were depleted as a result.

The public clearly does not want commercial interests to devastate public forests to satisfy long or short-term profit motives or consumer interests. This is another indication that, balance issues aside, the American public wants to:

- ensure the immediate and long-range health of public forests;
- place consumer interests in perspective when it comes to other more pressing and irreversible interests related to public forests and grasslands.

Graph #8



Question #4 Natural resources in public forests and grasslands should be made available to produce consumer goods.

Question #12 The consumer needs of the American public should be satisfied even if the natural resources in public forests are eventually depleted.

Other Major Themes – (Continued)

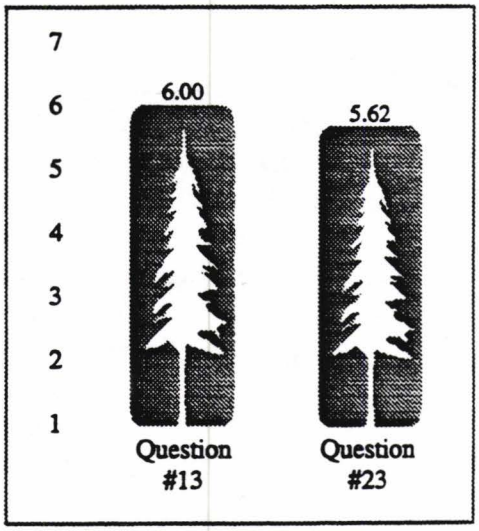
It Is The Role Of The Federal Government To Discover And Disseminate New Information For Solving The Natural Resource Problems Of The Future (Questions 13, 23)

GRAPH #9

Although the public assigns a lot of responsibility to the federal government for managing publicly owned forests and grasslands, there appear to be limits in that responsibility. That is, while the public says that federal government agencies like the Forest Service best represent their forest management interests, they also indicate that they want to take an active role in the process.

While there appears to be a contradiction here, there probably is not. The public can certainly ask appropriate federal agencies to discover and disseminate new information for solving the natural resource problems of the future and at the same time allow themselves a role to play. In any event, it is very clear from the data that the people in the United States want and expect federal agencies to take the lead role in managing natural resource issues now and in the future. Presumably, discovering and disseminating solutions in this area is part of that management responsibility.

Graph #9



Question #13 The American public should take an active role in managing and protecting public forests.

Question #23 It is the role of the federal government to discover and disseminate new information for solving the natural resource problems of the future.

Other Major Themes – (Continued)

The Federal Government Should Assist State And Local Government Agencies And Private Land Owners In Managing Forest Lands (Questions 22, 23, 24)

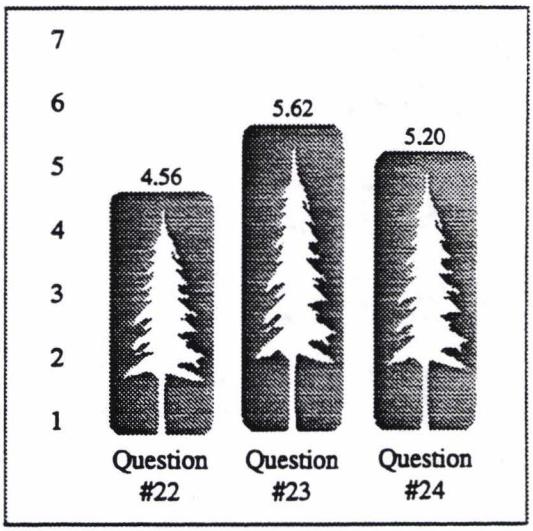
GRAPH #10

The public seems to believe that the federal government should take an active role in assisting other government agencies and private owners in the management of forest lands.

Obviously, the exact nature of that assistance is not known at this point. However, answers to questions relating to the values poll suggest that at the very least the public wants the federal government to share information and provide appropriate solutions to natural resource problems.

To put it another way, the poll results indicate that, among other things, the people in this country want the federal government to provide assistance so that those closest to the public forests can take an active role in day-to-day operations and decision-making. They want the federal government to partner with them in a way that allows them to take control of these forests at a more immediate level.

Graph #10



Question #22 Those who live in the closest proximity should play the primary role in the way public forests are utilized and managed.

Question #23 It is the role of the federal government to discover and disseminate new information for solving the natural resource problems of the future.

Question #24 The federal government should assist state and local government agencies and private land owners in managing forest lands.

Section 2

Recommendations

General and Specific

Forest Service
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Section 2
Recommendations

A Word About the Recommendations –

The recommendations that follow are designed for use by the Forest Service Reinvention Team as they deliberate on the future of the organization. As such, they are "working recommendations" based on the writer's interpretation of the values poll responses from an outside perspective. It may be that the Forest Service has already addressed many or all of these themes in the past or that there are existing plans to address many or all of them in the future. They are simply written in the spirit of actualizing the public's values and stated interests.

The Information Dilemma –

The information obtained through the values poll is only of value to the extent that it can be put to use. Yet, it is very general and the reason behind any given response to an item is a matter of speculation. That, of course, is the *dilemma*. How can the information be used if it seems so ethereal?

The general answer is that the trends discussed in Section One have value in that they illustrate how the people in this country feel about the management and use of public forests and grasslands. As such, they can be used in the planning process as significant guidelines to insure the interests of the general public are truly represented in the Reinvention Team's effort.

If any of the themes seem confusing or especially compelling, focus groups can be facilitated to surface additional information. In addition, the focus group approach can be used to clarify any perceived contradictions that seem to exist between the qualitative data solicited from interested citizens and the quantitative data obtained through the values poll.

General Recommendations –

Make Maintaining Healthy Public Forests And Grasslands The Top Priority Of The Forest Service

This theme permeates the values poll and, as such, it would be important to make this a top priority as the Reinvention Team plans the future of the organization. It may be that this value is already a part of the Forest Service culture and mission. In any event, this value seems consistent with the qualitative data obtained through solicitation and reviewed in preparation for this project.

In Planning For The Future, Balance Constituency Needs and Objectives

As the Forest Service takes a scientific approach to the management of the public forests and grasslands, there will be a real need to balance constituency needs and objectives. Implicit in the public's response to the poll is a perception that some special interests have already been met at the expense of others. Whether this is true or not is not the point. The public simply wants to insure that this does not happen in the future.

As The Reinvention Team Plans The Future, Keep The Information Needs Of The Public In Mind

The public clearly wants to be informed about the health and well-being of public forests and grasslands and about recreational opportunities they offer. Therefore, as the reinvention team plans the future, it will be very important to keep the information needs of the public in mind. It may be a question of amplifying present efforts in this area or of simply putting new emphasis on communication to the public about important matters.

Specific Recommendations –

Conduct Focus Groups To Find The Reasons The Public Responded As They Did

While the trends and themes discussed in this report have implicit value, the reasons people responded to these items is not altogether clear. Therefore, it is strongly recommended that the Reinvention Team consider the possibility of conducting facilitated focus groups to find out the thoughts and feelings that went behind the public response to the most significant trends of themes.

The value of such an effort cannot be overemphasized. Among other things, the focus groups could surface information that validates or invalidates impressions left by the public's responses to the values poll. In addition, they could help generate new and effective ways to manage the public forests and grasslands. In any event, the focus groups could more or less guarantee that the general public is truly represented in the Forest Service of the future.

Contrast And Compare The Values Poll Data With The Qualitative Data Solicited From Interested Parties

It will be interesting and necessary to compare the values poll data with the solicited data contained in documents forwarded to the Reinvention Team. After doing a content analysis of the existing qualitative data from solicited documents, a trend analysis could be undertaken to see if there is agreement and/or disagreement between that data and the values poll data. It would be a fairly straightforward way to establish how those with special interests and those in the general public compare with regard to the most pressing management and usage issues.

Consider Conducting Other Polls/Surveys

Baseline Public Values

As the Forest Service continues to reinvent itself in the future, it would be appropriate to conduct another values poll at an appropriate interval (annually?) to determine whether the public changes its views about public forest and grassland management. This would allow the organization to create an American public values baseline for consideration in strategizing and planning.

External Customer Service Survey

There may be a very important need to gather quantitative data from those in the general public who actually use public forests and grasslands. This would provide the Forest Service with actionable information about specific issues related to the use of these areas from the perspective of people who are active external customers of the Forest Service.

Notes:

Section 3

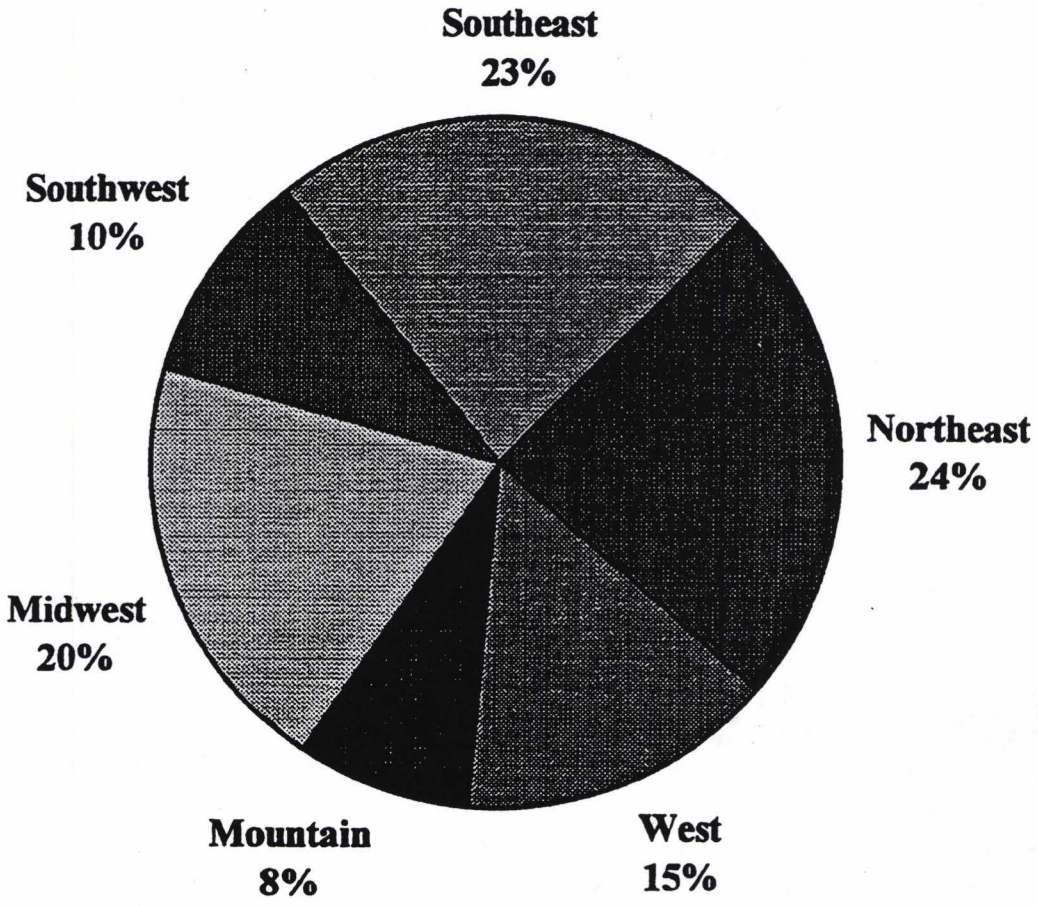
Appendix

Forest Service
Values Poll Questions
Results and Analysis

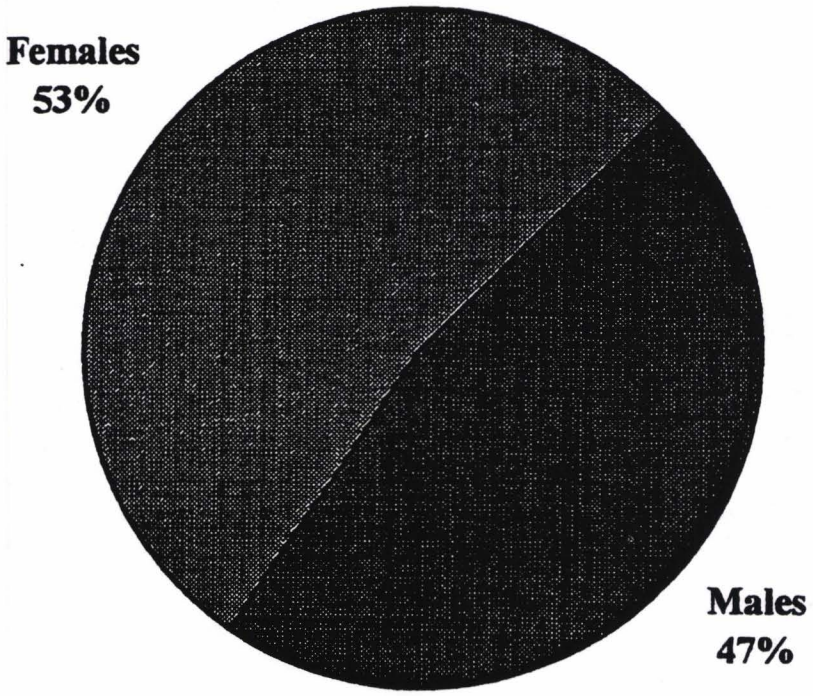
Printed on Recycled Paper

Prepared for
United States Department of Agriculture Forest Service
by Kaset International
8875 Hidden River Parkway
Tampa, Florida 33637

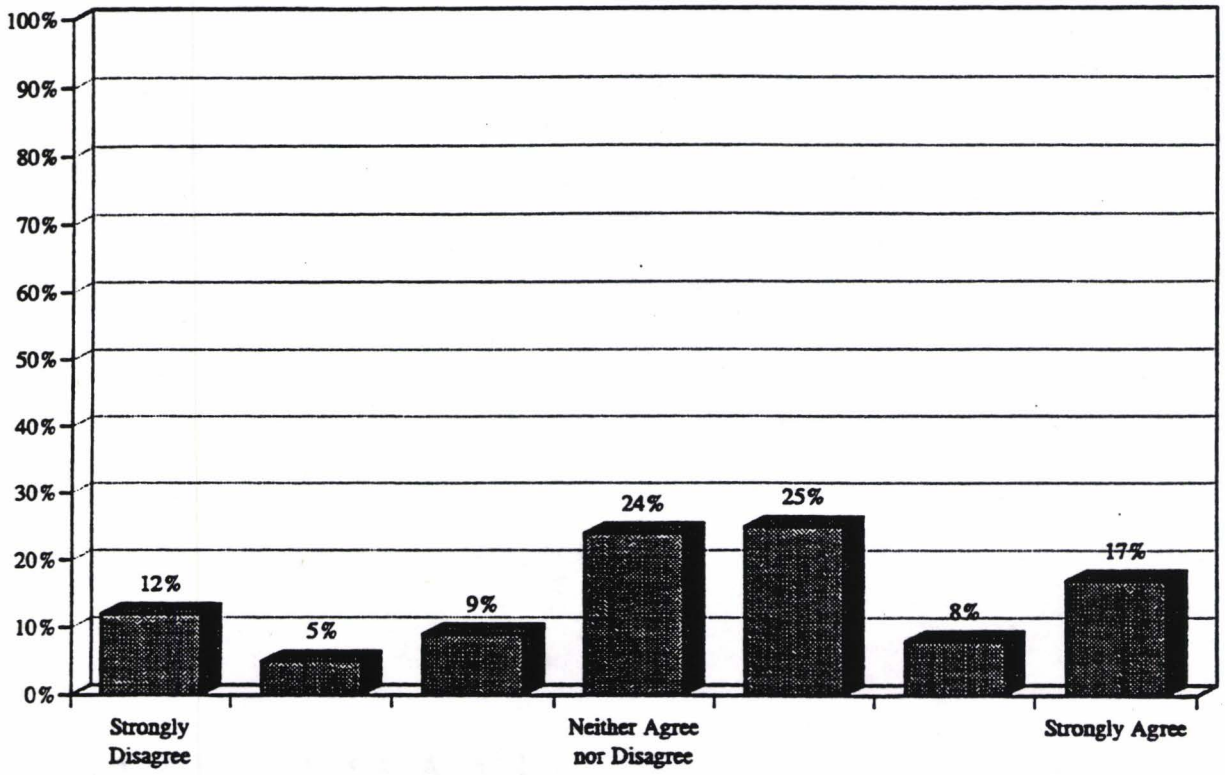
U.S. Forest Service Survey
Respondent Base by Geographical Area



U.S Forest Service Survey
Respondent Base by Gender

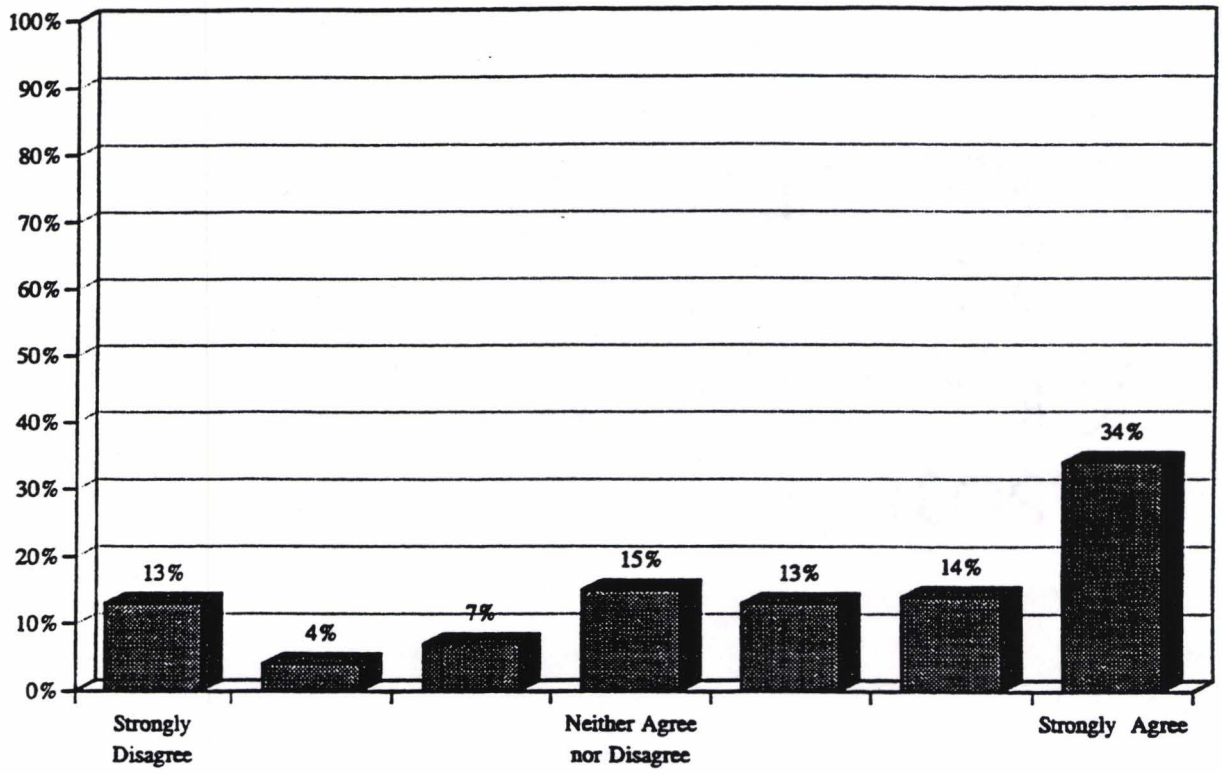


The Federal Government is an Effective Caretaker of the Public Forests & Grasslands



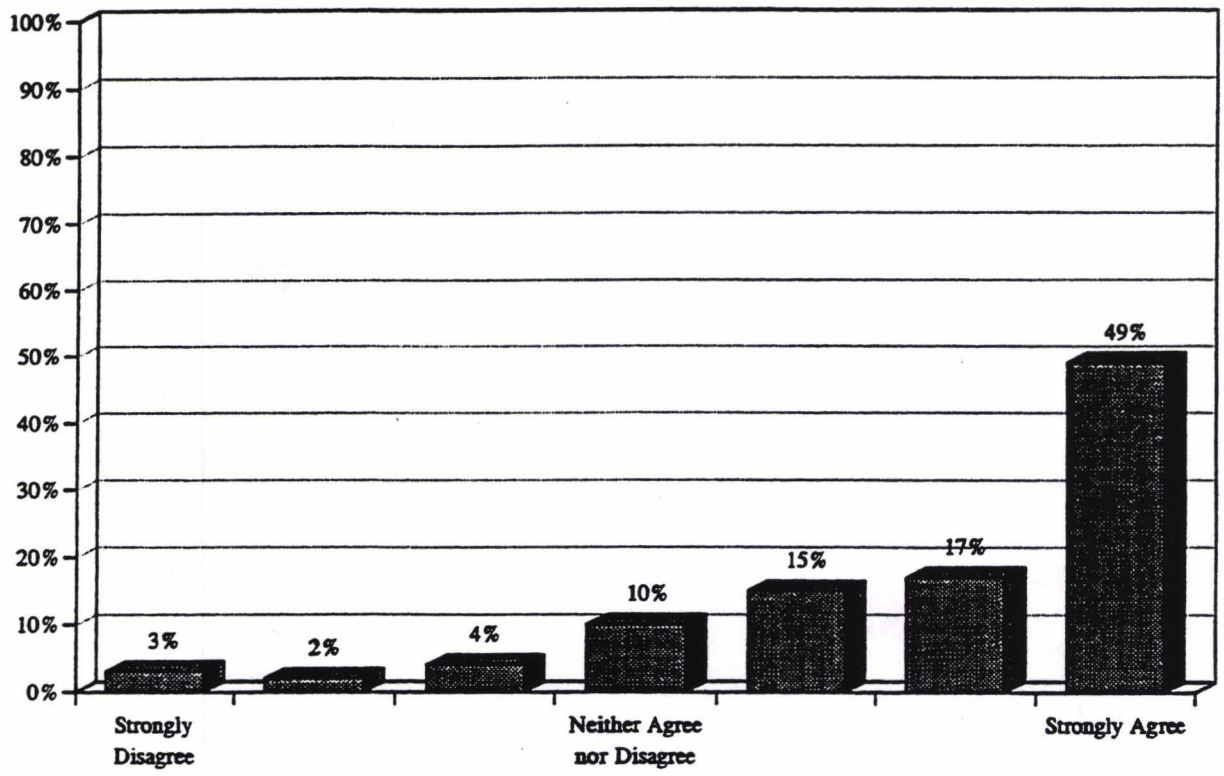
Mean: $\mu = 4.36$
Respondents: $\eta = 489$

Threatened and Endangered Species in American Public Forests and Grasslands Should be Protected Even if it Has a Negative Economic Impact on U.S. Citizens



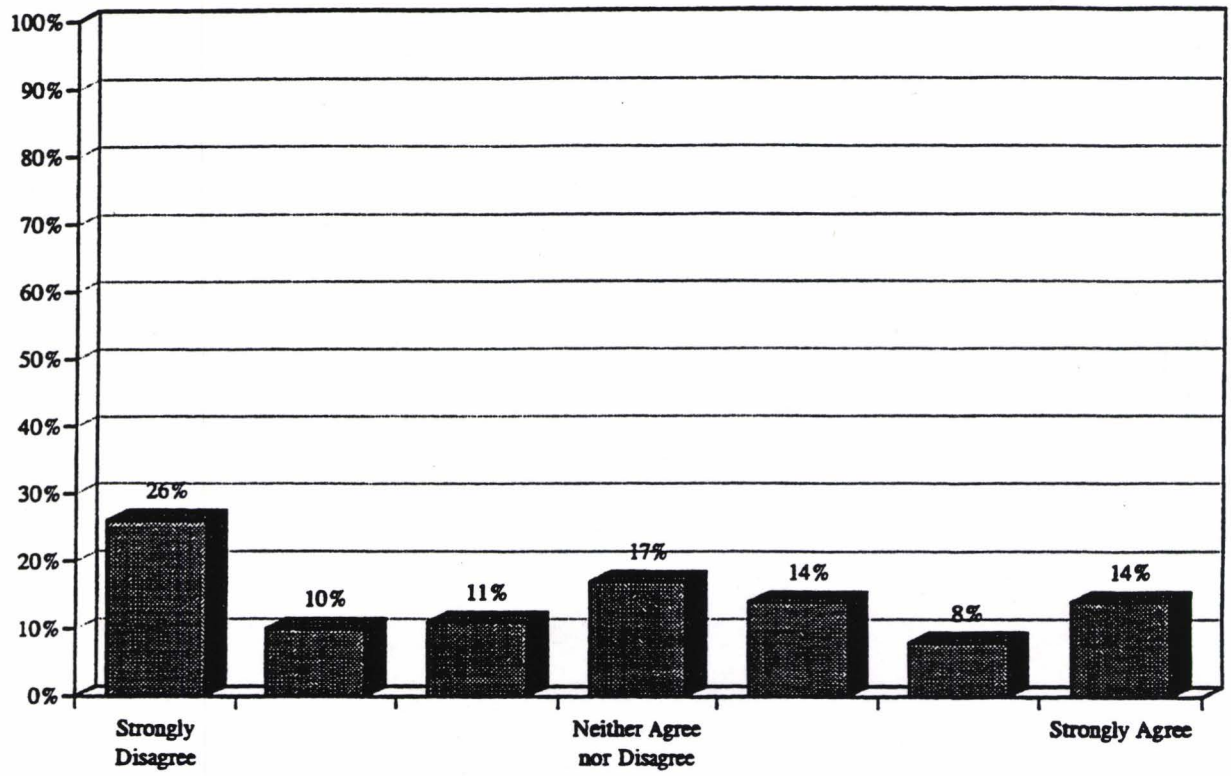
Mean: $\mu = 4.90$
Respondents: $\eta = 495$

It is Important to Take a Scientific Approach to the Management of the Public Forests and Grasslands



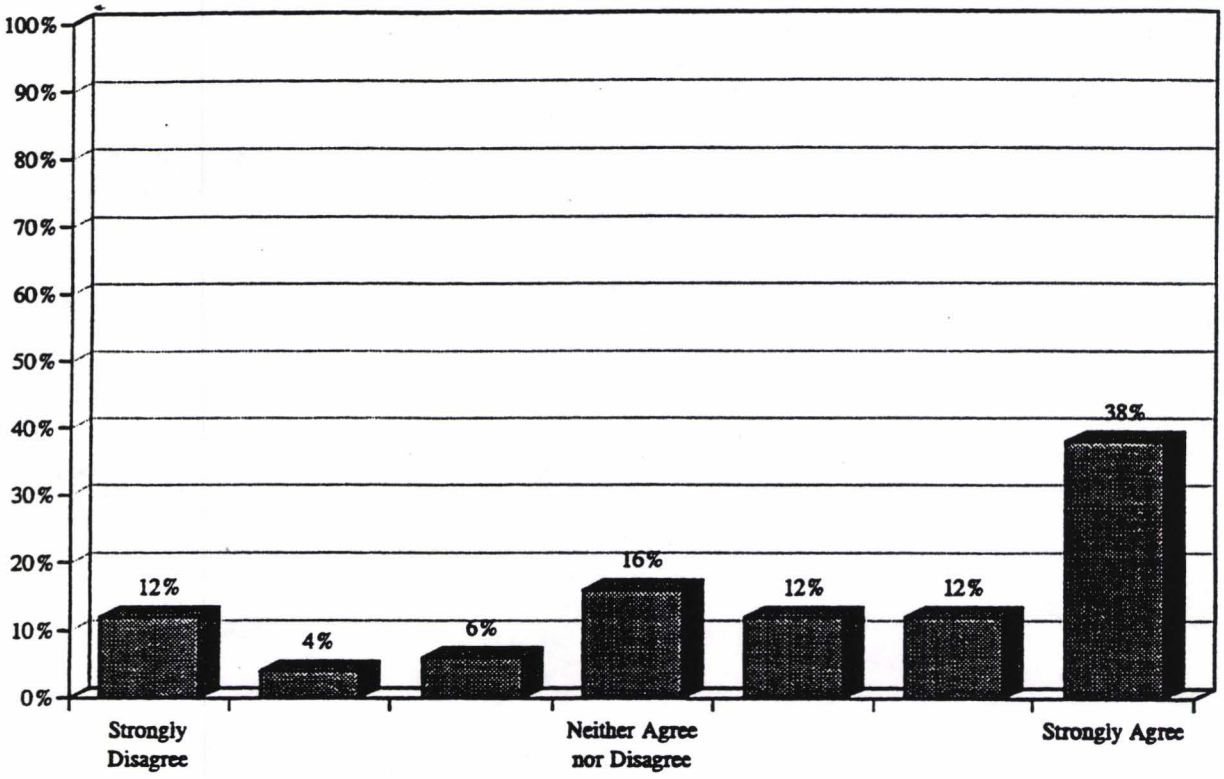
Mean: $\mu = 5.78$
Respondents: $\eta = 494$

Natural Resources in Public Forests and Grasslands Should be Made Available to Produce Consumer Goods



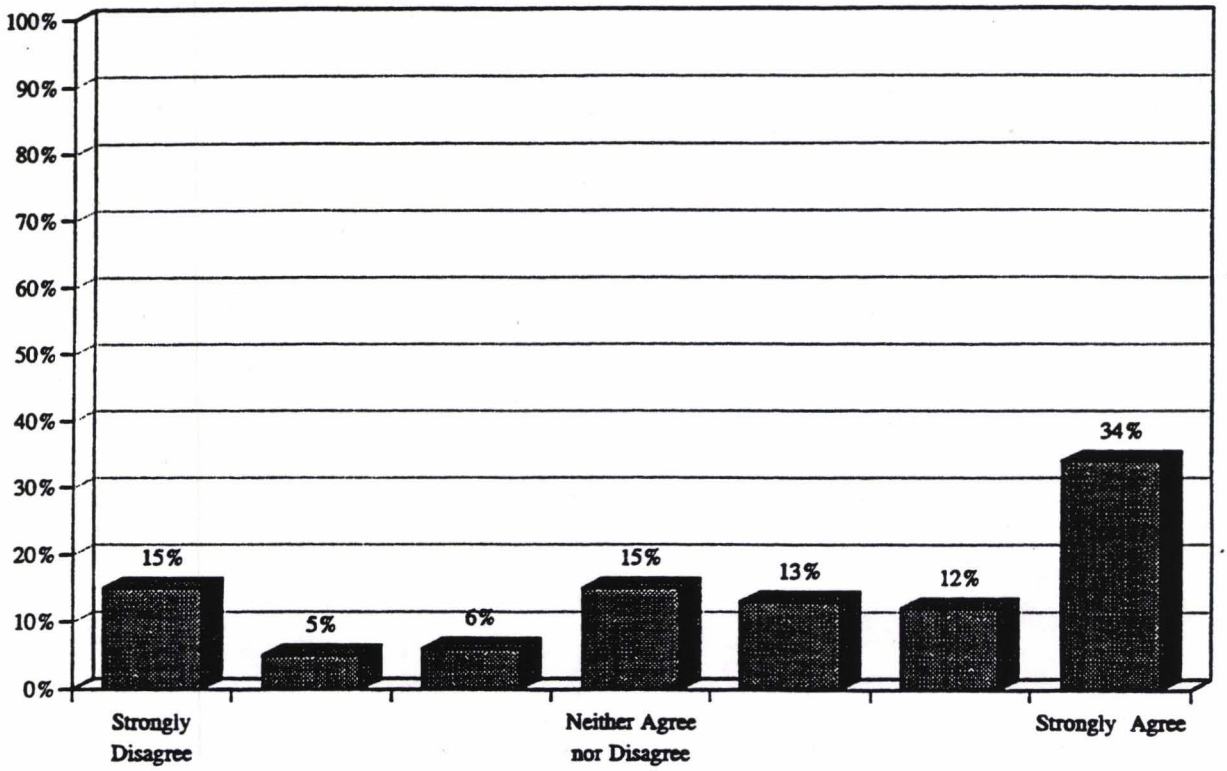
Mean: $\mu = 3.62$
Respondents: $\eta = 494$

Creating Recreation Opportunities (Boating, Hunting, Camping, etc.) on Public Forest Lands is Important to Me



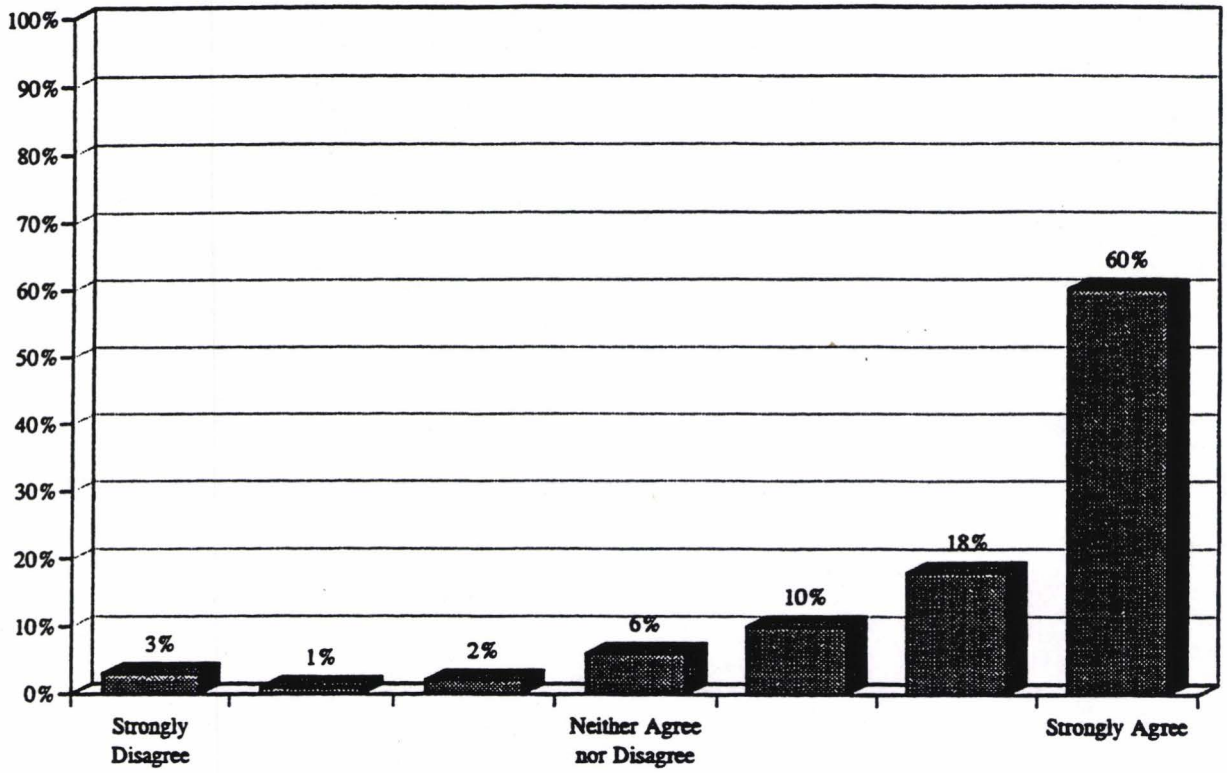
Mean: $\mu = 5.00$
Respondents: $\eta = 498$

The Federal Government Should Regulate Private Land Use to Protect America's Natural Resources



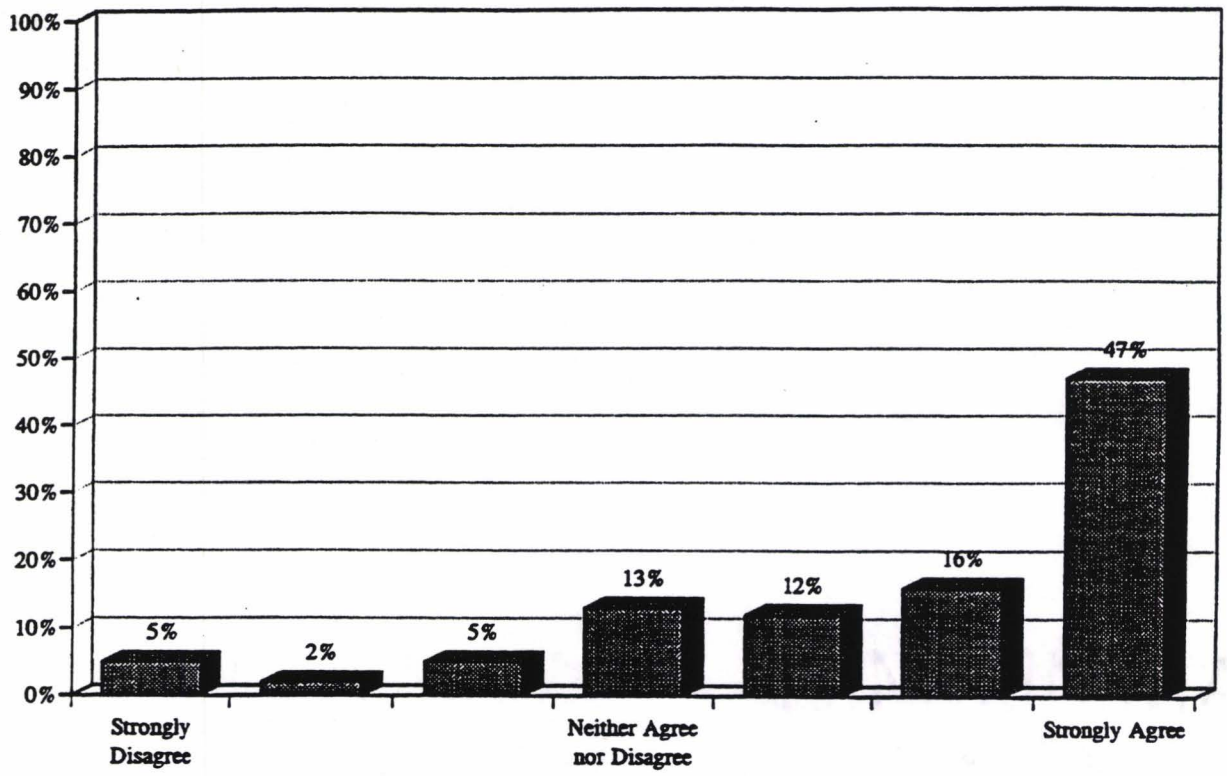
Mean: $\mu = 4.78$
Respondents: $\eta = 498$

It is Important for the Federal Government to Inform and Interact with the American People About All Public Forests Matters



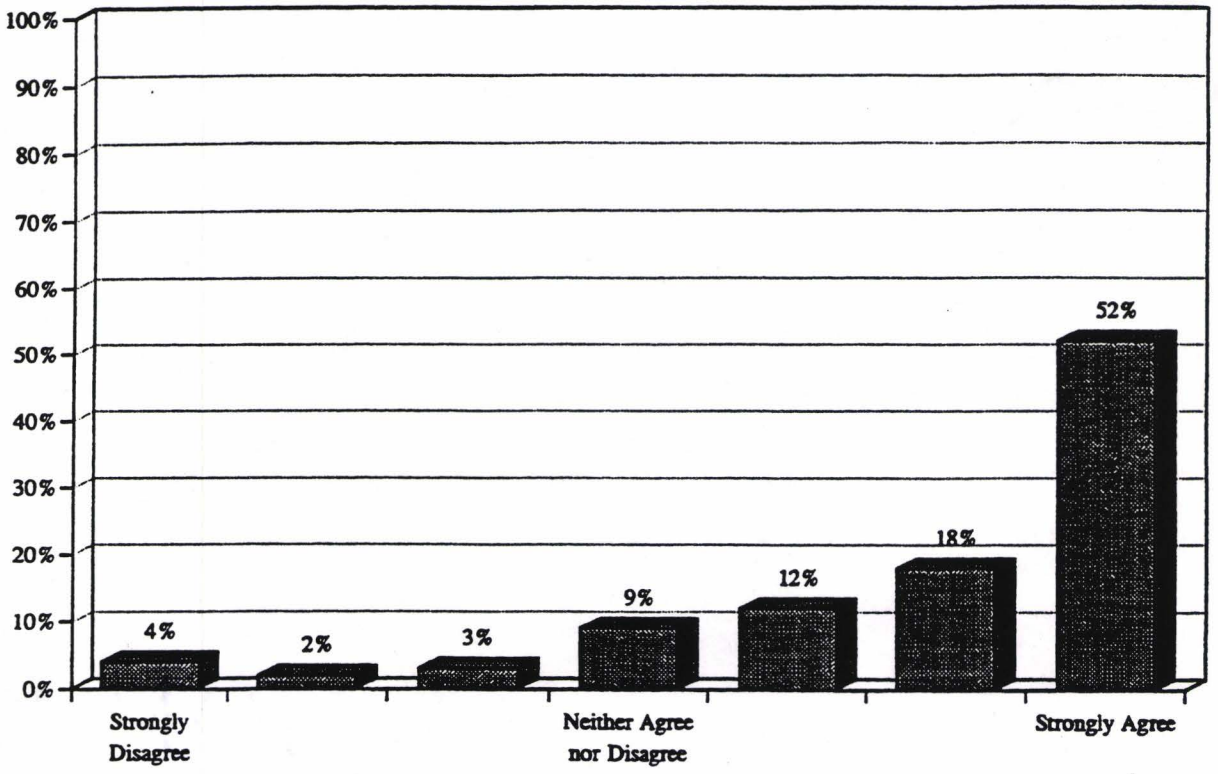
Mean: $\mu = 6.10$
Respondents: $\eta = 499$

Human Intervention is Necessary to Maintain the Health of Public Lands



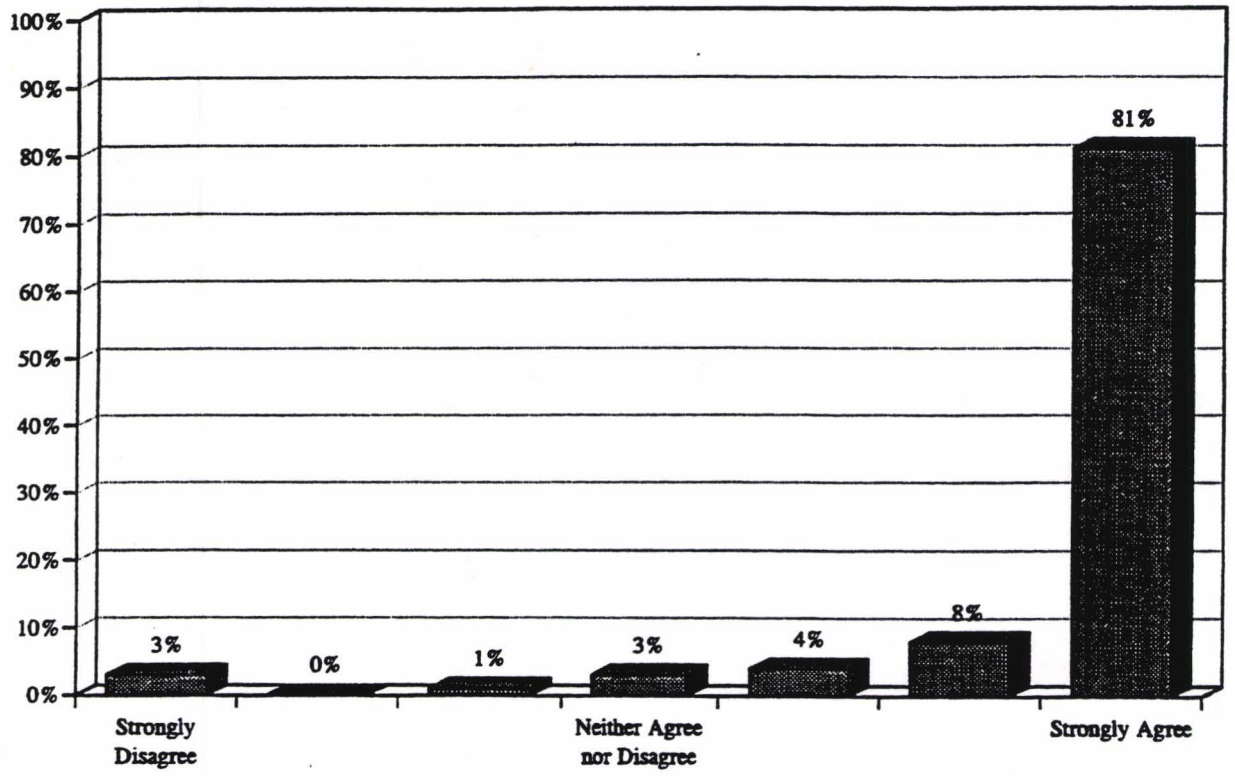
Mean: $\mu=5.59$
Respondents: $\eta=496$

The Primary Purpose of Managing Public Forests is to Maintain a Healthy Environment



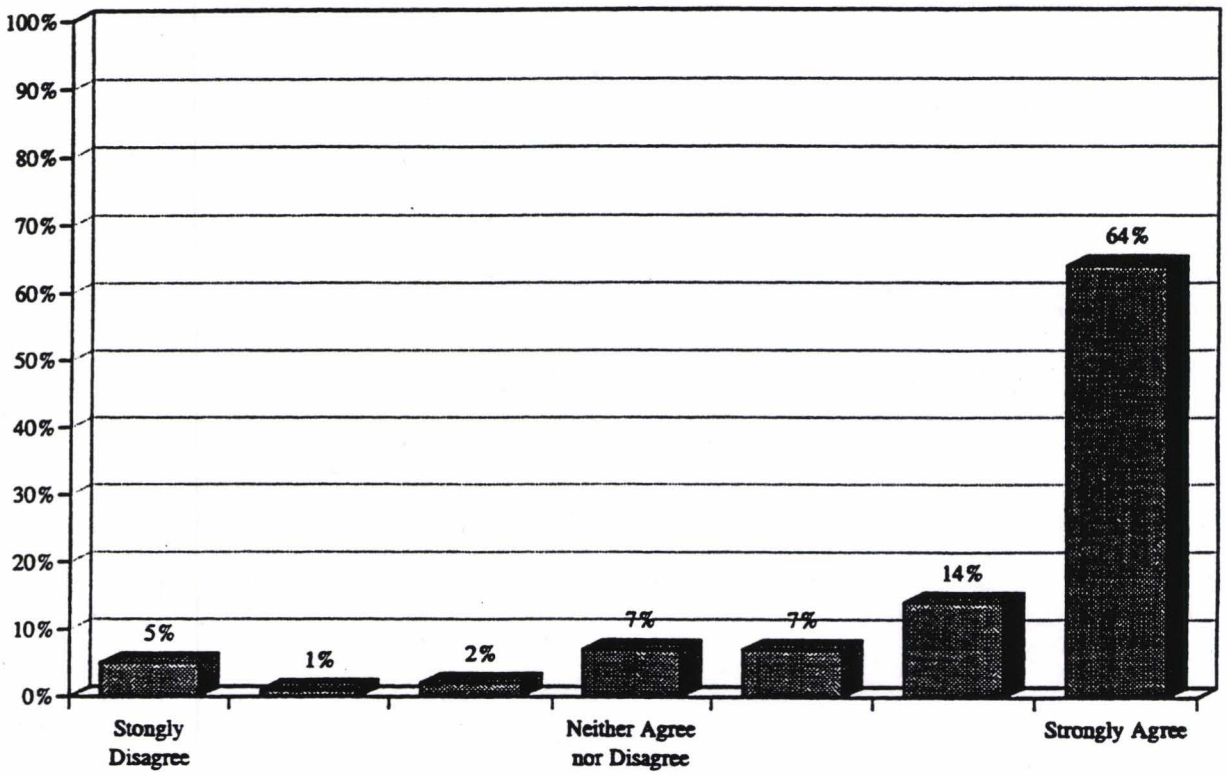
Mean: $\mu = 5.87$
Respondents: $\eta = 495$

Timber and Other Renewal Natural Resources Harvested From Public Forests Should Be Continuously Replaced



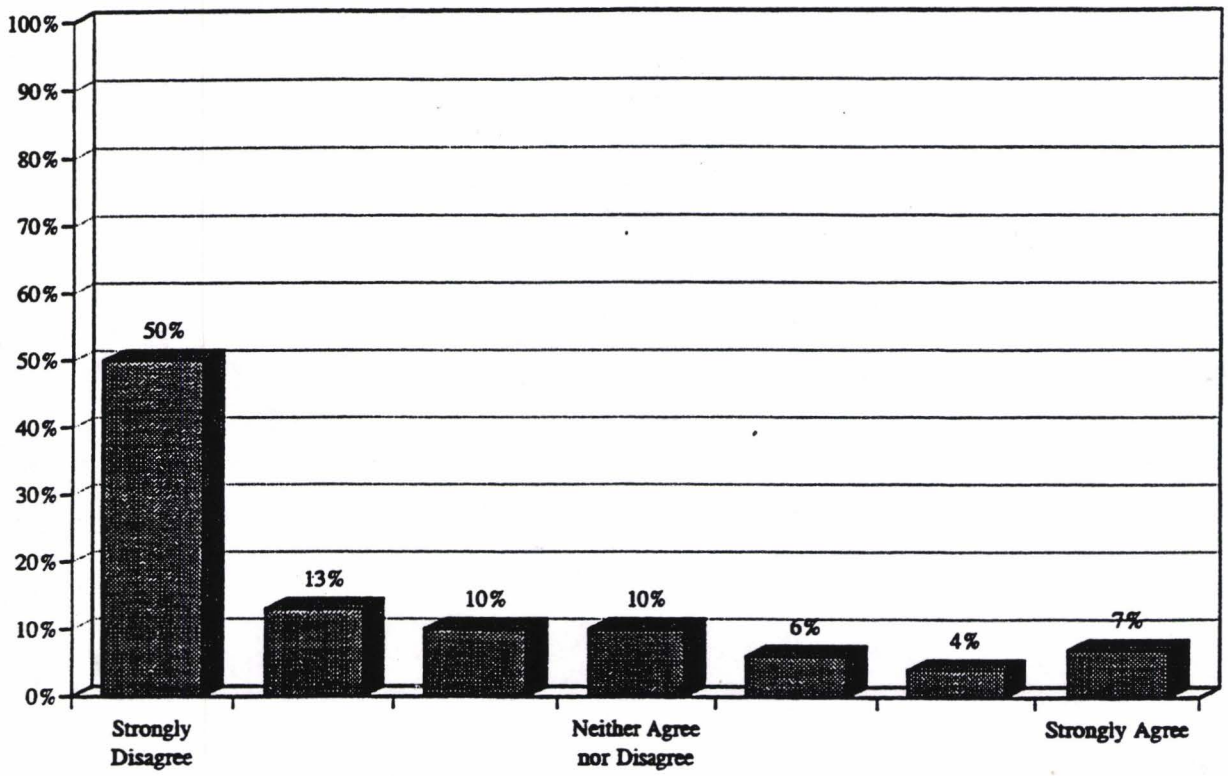
Mean: $\mu = 6.50$
Respondents: $\eta = 499$

The United States Has an International Obligation to Maintain the Health of America's Forests



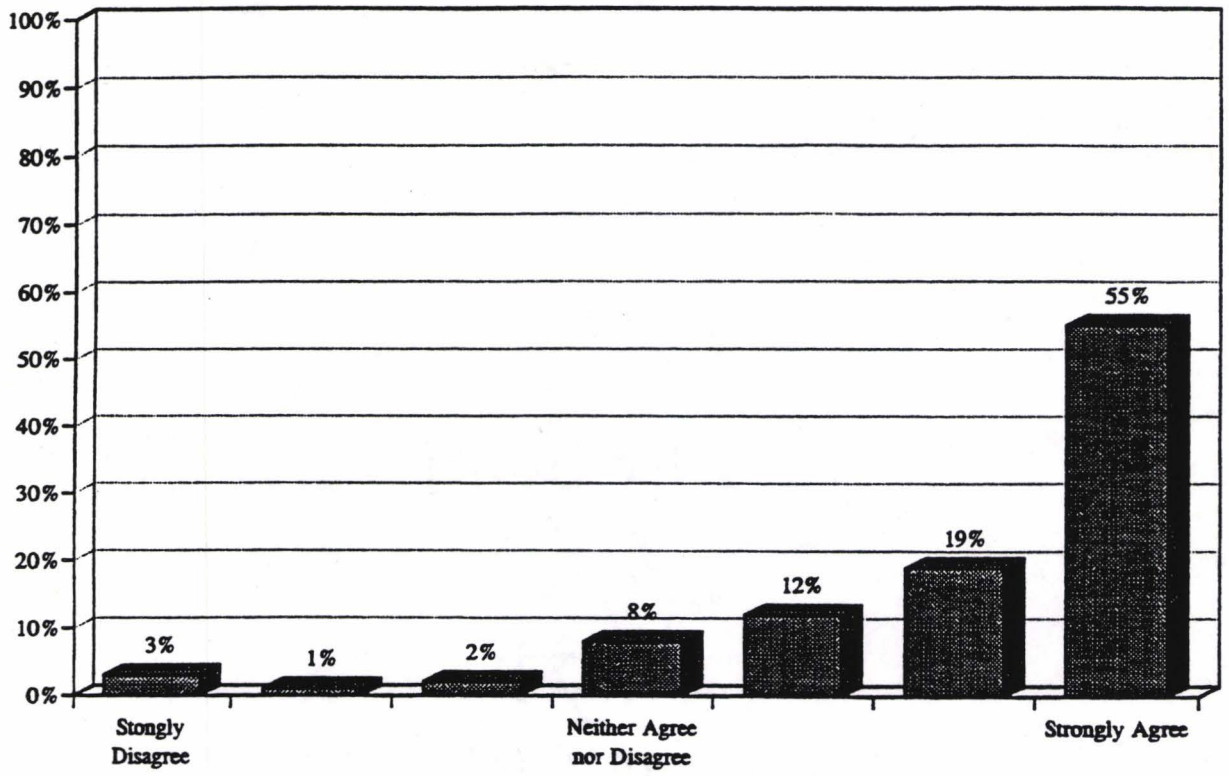
Mean: $\mu = 6.06$
Respondents: $\eta = 497$

The Consumer Needs of the American Public Should be Satisfied Even if the Natural Resources on Public Forests are Eventually Depleted



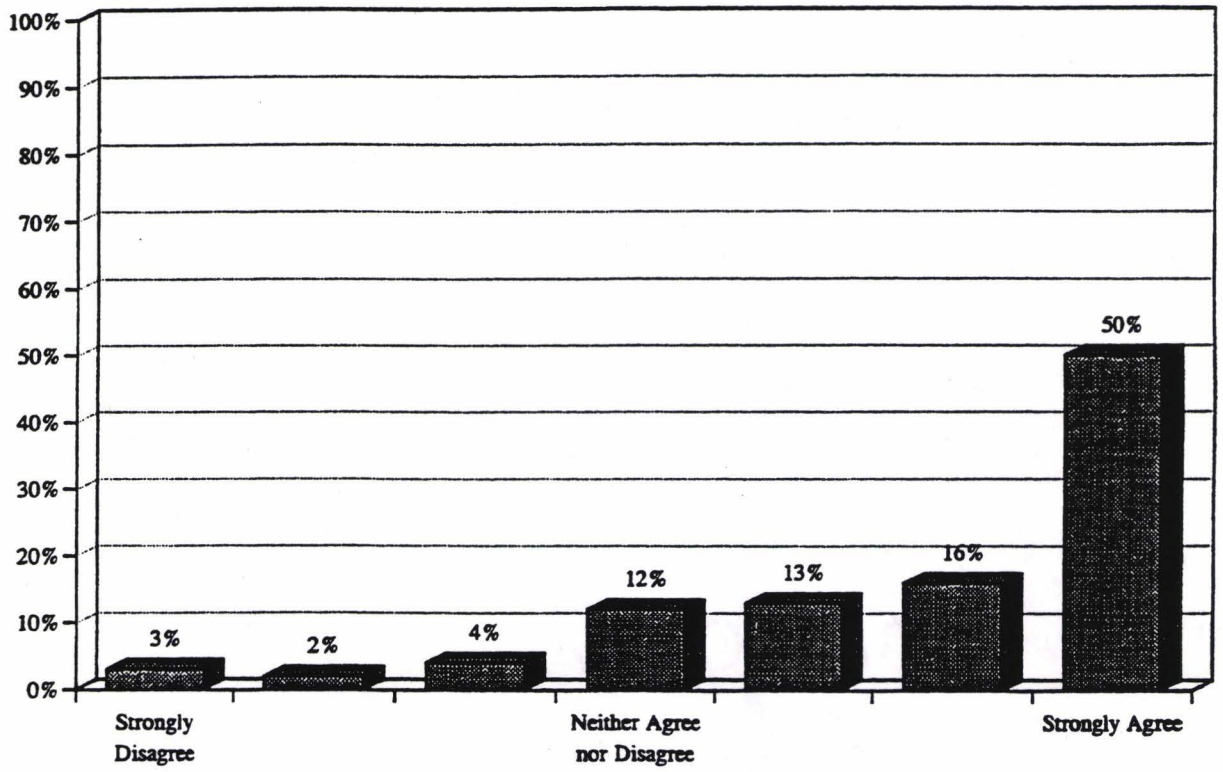
Mean: $\mu = 2.49$
Respondents: $\eta = 494$

The American Public Should Take an Active Role in Managing and Protecting Public Forests



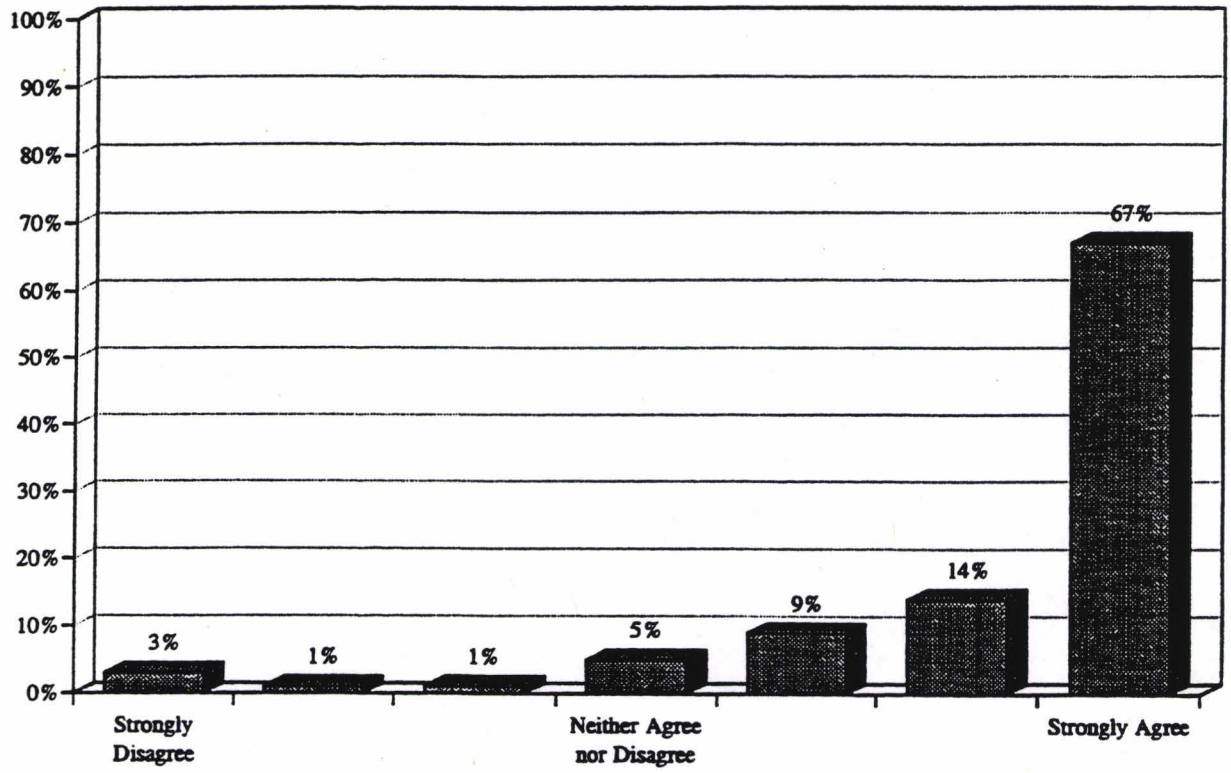
Mean: $\mu = 6.00$
Respondents: $\eta = 496$

The Long Term Health of Public Forest Land Should Not Be Compromised By the Short Term Need for Natural Resources



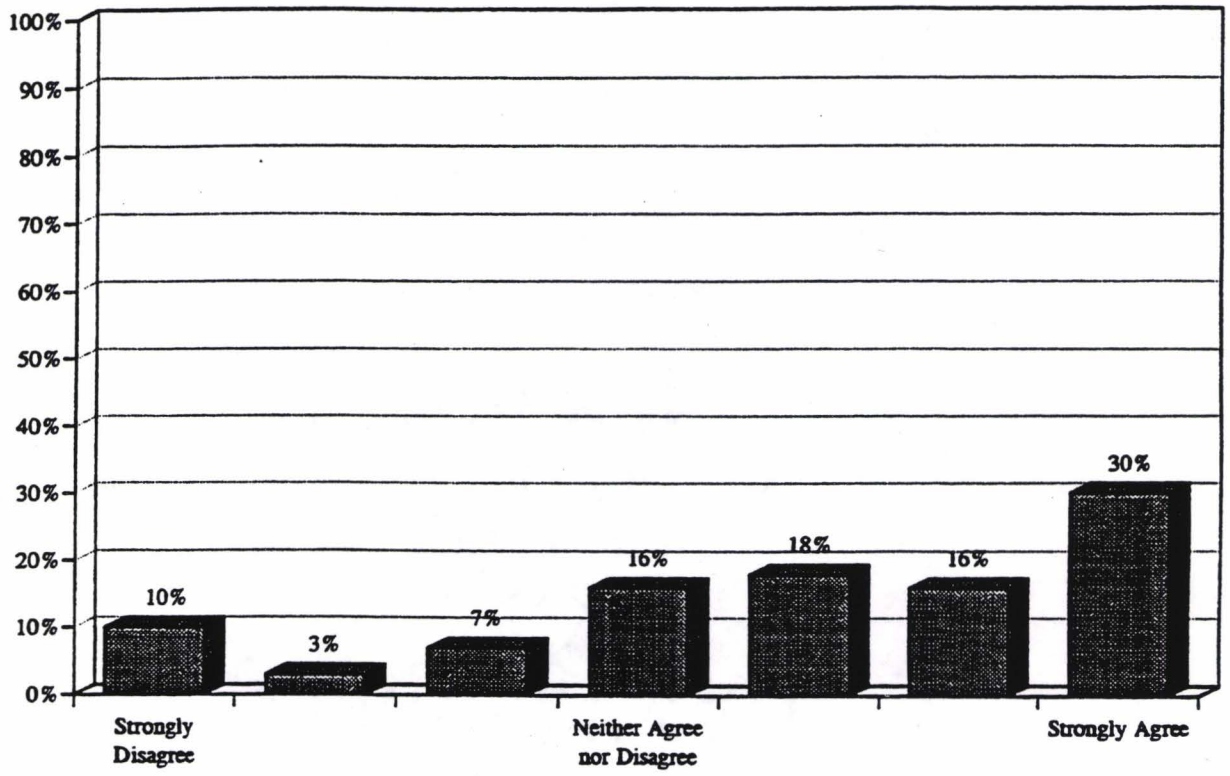
Mean: $\mu = 5.87$
Respondents: $\eta = 496$

The Federal Government Has the Responsibility of Conserving Public Forest Resources for Future Generations



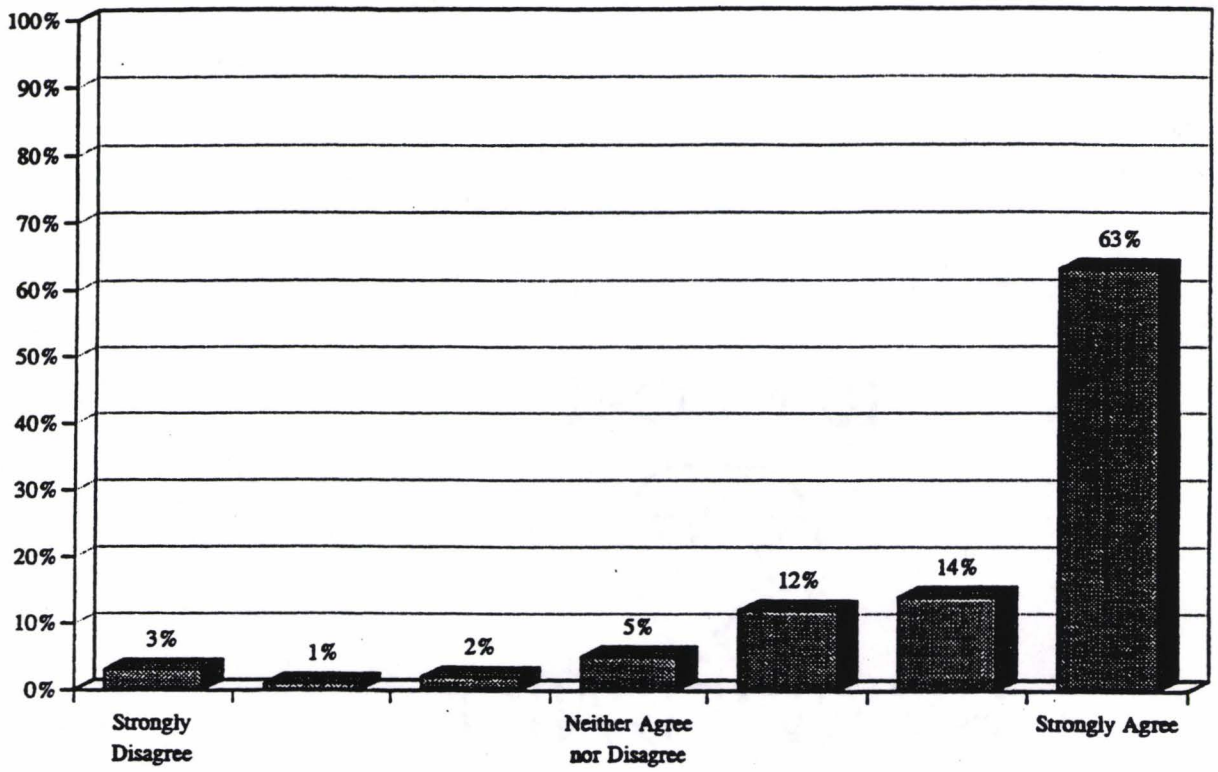
Mean: $\mu = 6.27$
Respondents: $\eta = 500$

The Federal Government Should Balance the Wilderness and Recreational Use of Public Land with Logging, Mining and Grazing Uses



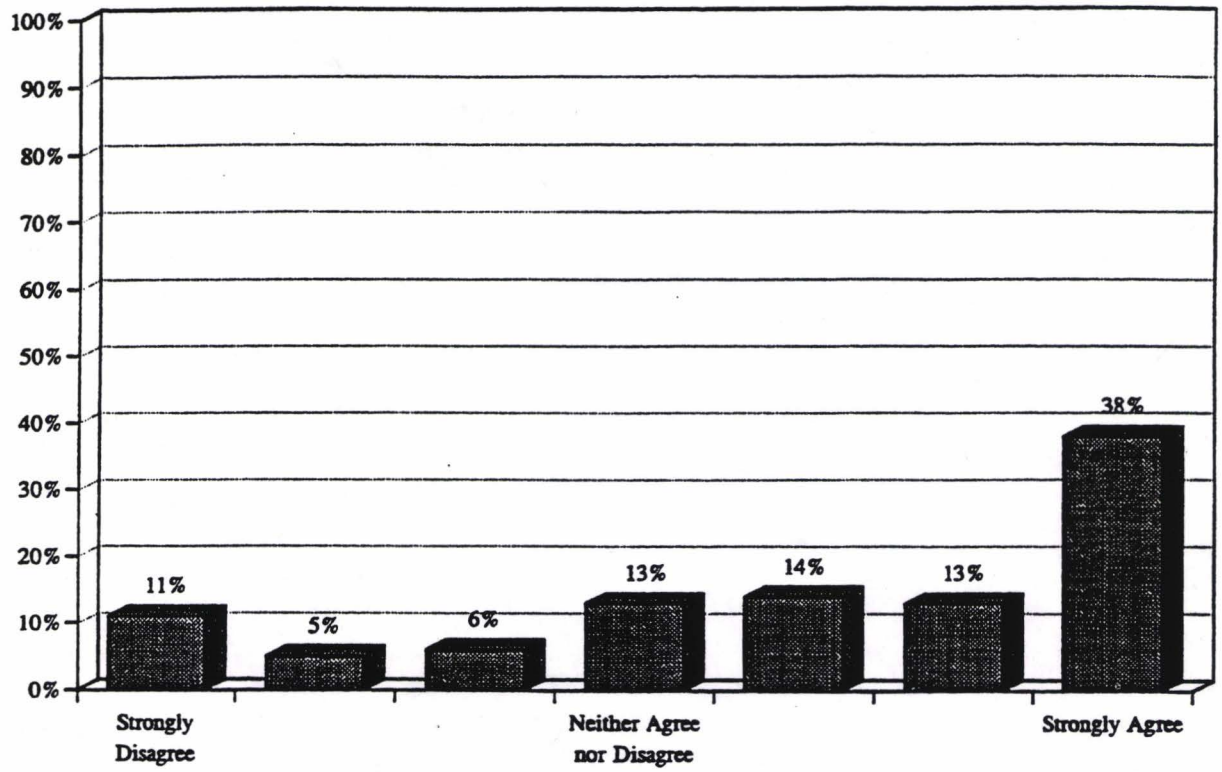
Mean: $\mu = 4.95$
Respondents: $\eta = 496$

The Federal Government Should Ask the American Public For Their Thoughts About Public Land Use On a Regular Basis



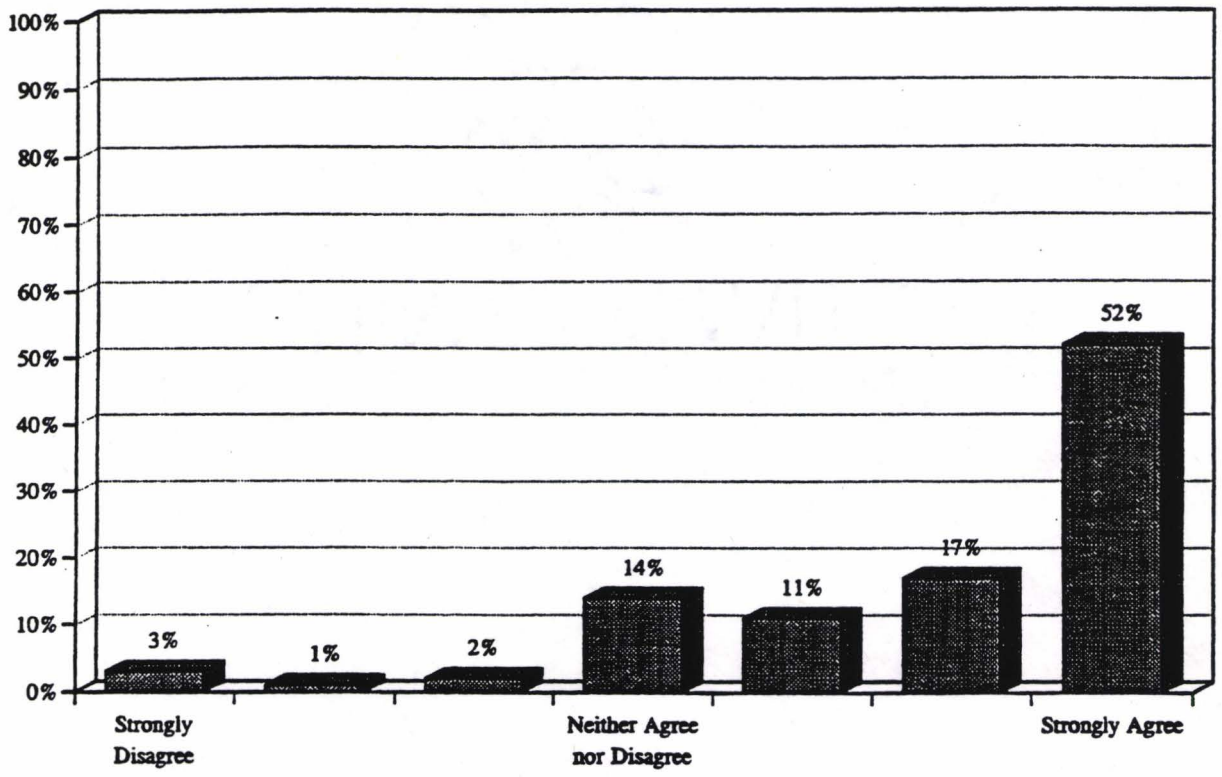
Mean: $\mu = 6.18$
Respondents: $\eta = 496$

Federal Government Organizations Like the Forest Service Should Increase the Regulation of Commercial Use of Public Forests



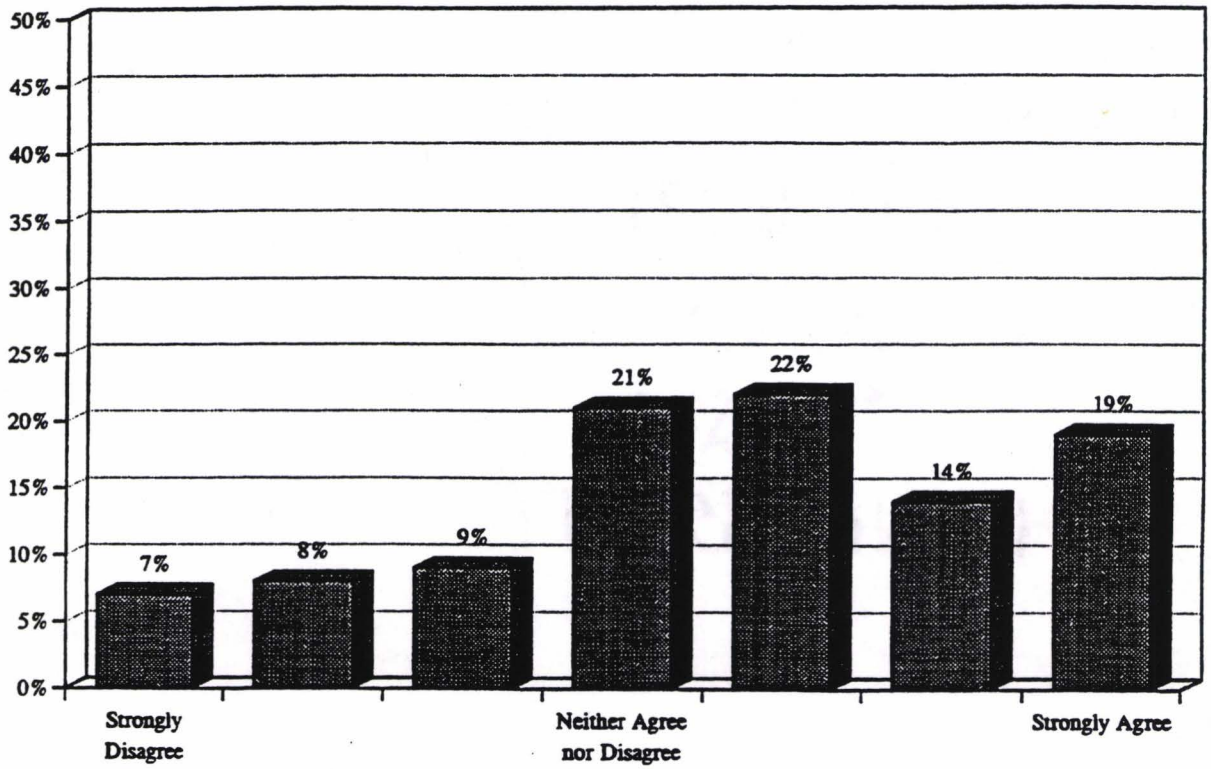
Mean: $\mu = 5.12$
Respondents: $\eta = 497$

The Need For the Conservation of Natural Resources On Public Forest Lands Will Increase in the 21st Century



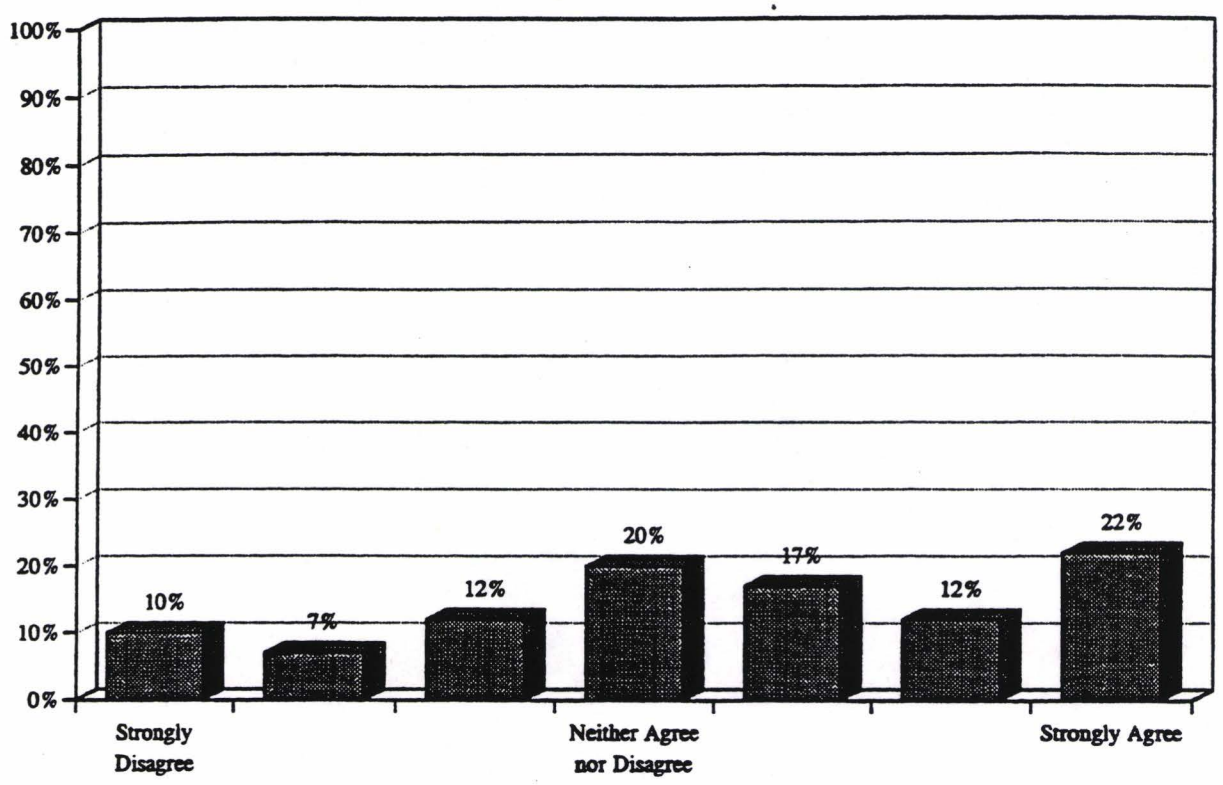
Mean: $\mu = 5.89$
Respondents: $\eta = 487$

I Make a Special Effort To Remain Current On How Public Forests Are Being Managed By the Federal Government



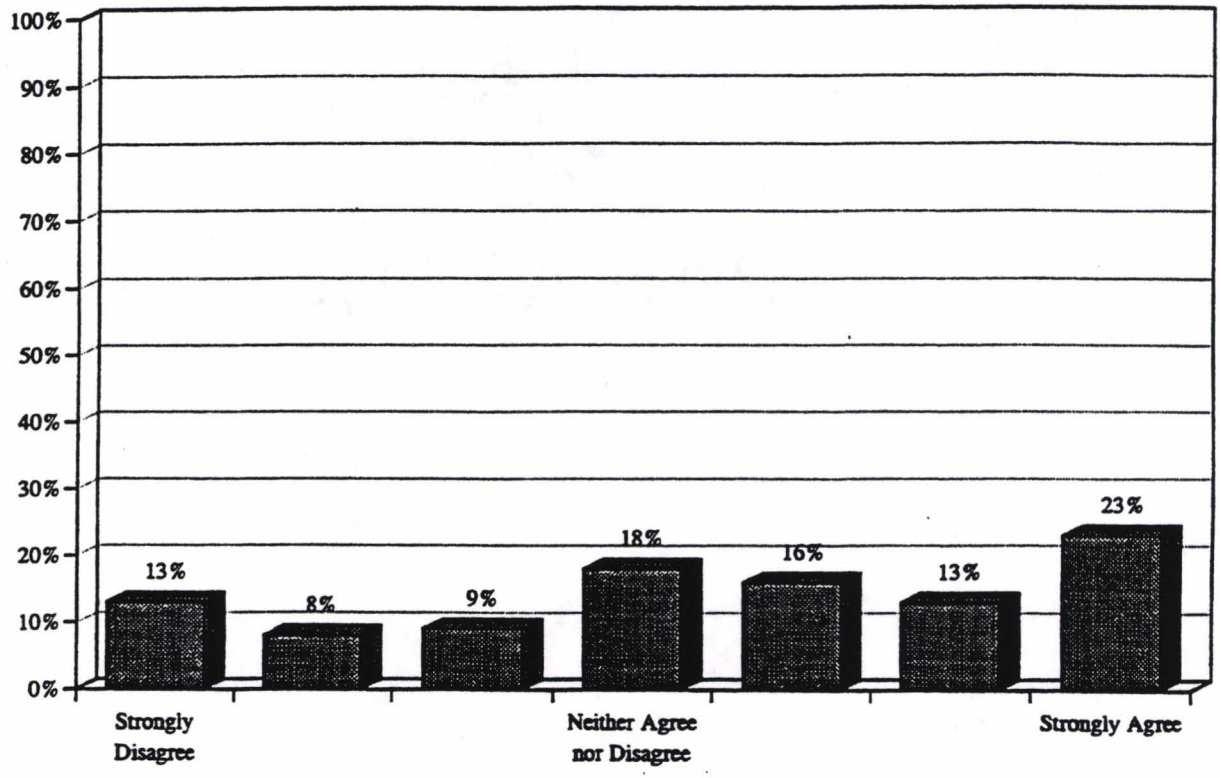
Mean: $\mu = 4.60$
Respondents: $\eta = 496$

I Am Aware Of How To Participate In The Management, Care, And Use of Public Forests



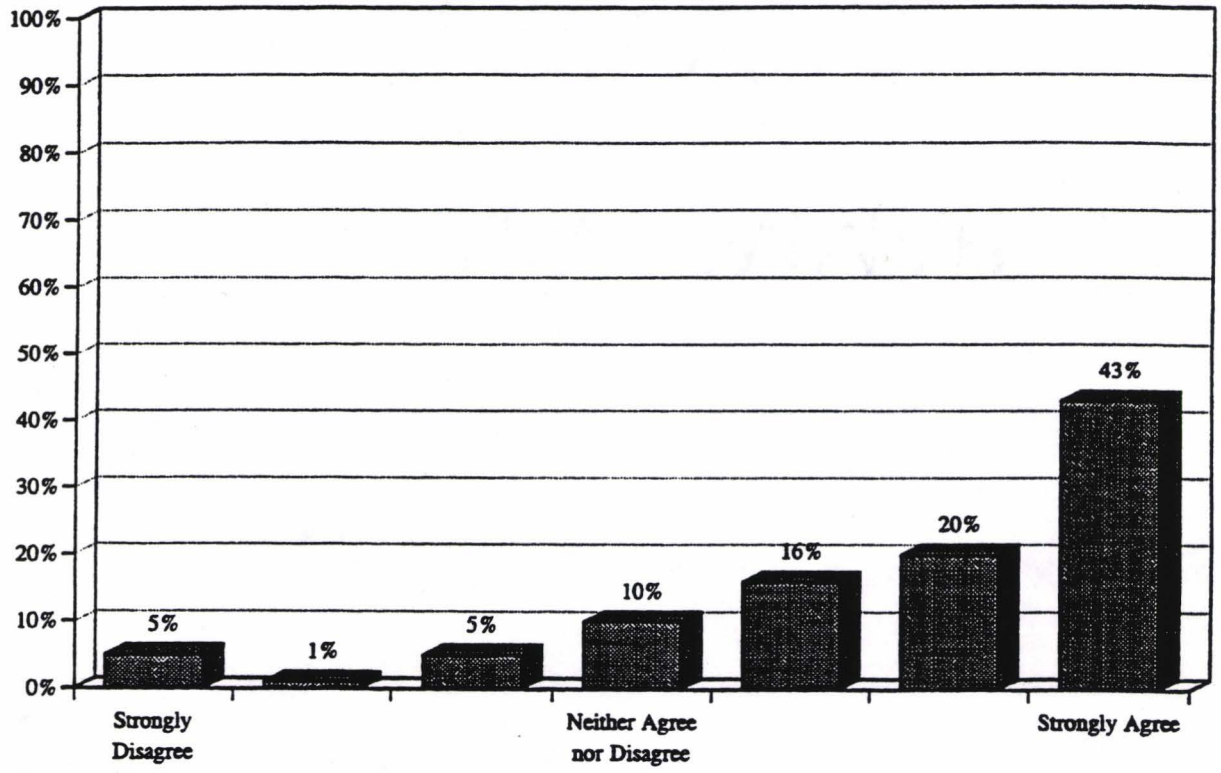
Mean: $\mu = 4.50$
Respondents: $\eta = 495$

Those Who Live In The Closest Proximity Should Play The Primary Role In The Way Public Forests Are Utilized And Managed



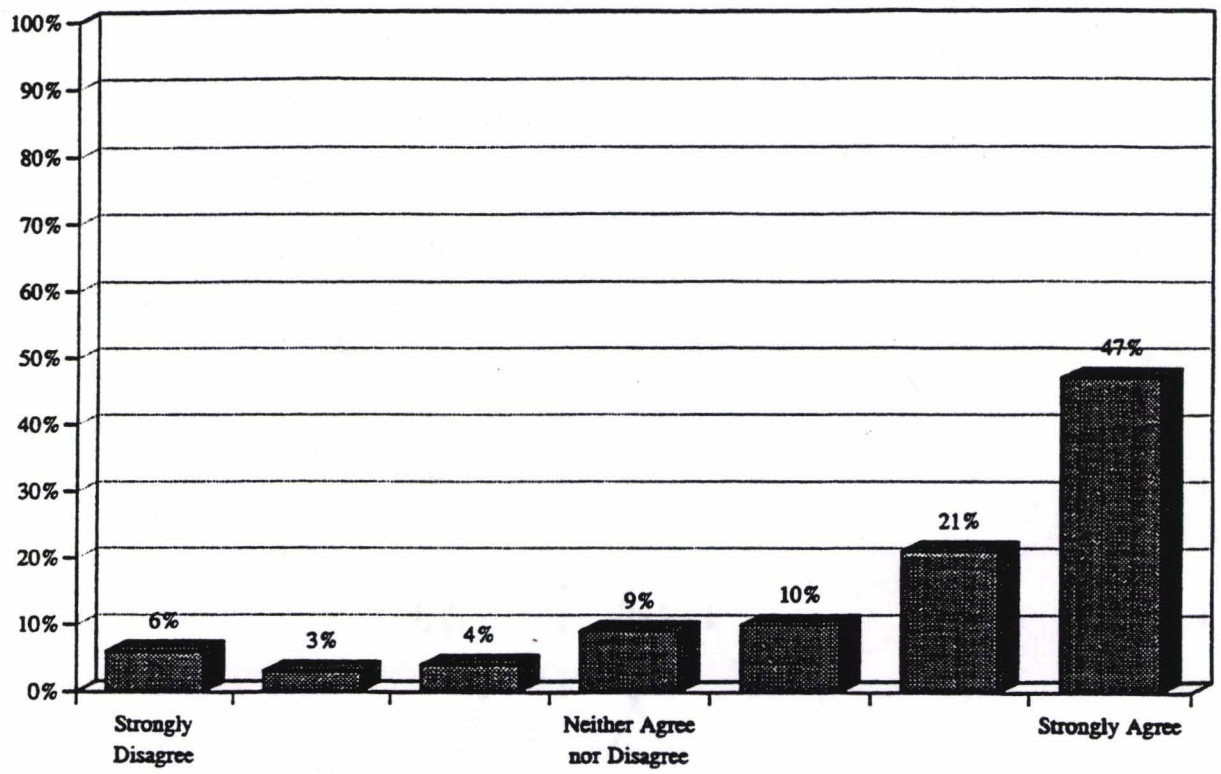
Mean: $\mu = 4.56$
Respondents: $\eta = 497$

It Is The Role Of The Federal Government To Discover And Disseminate Information For Solving The Natural Resource Problems Of The Future



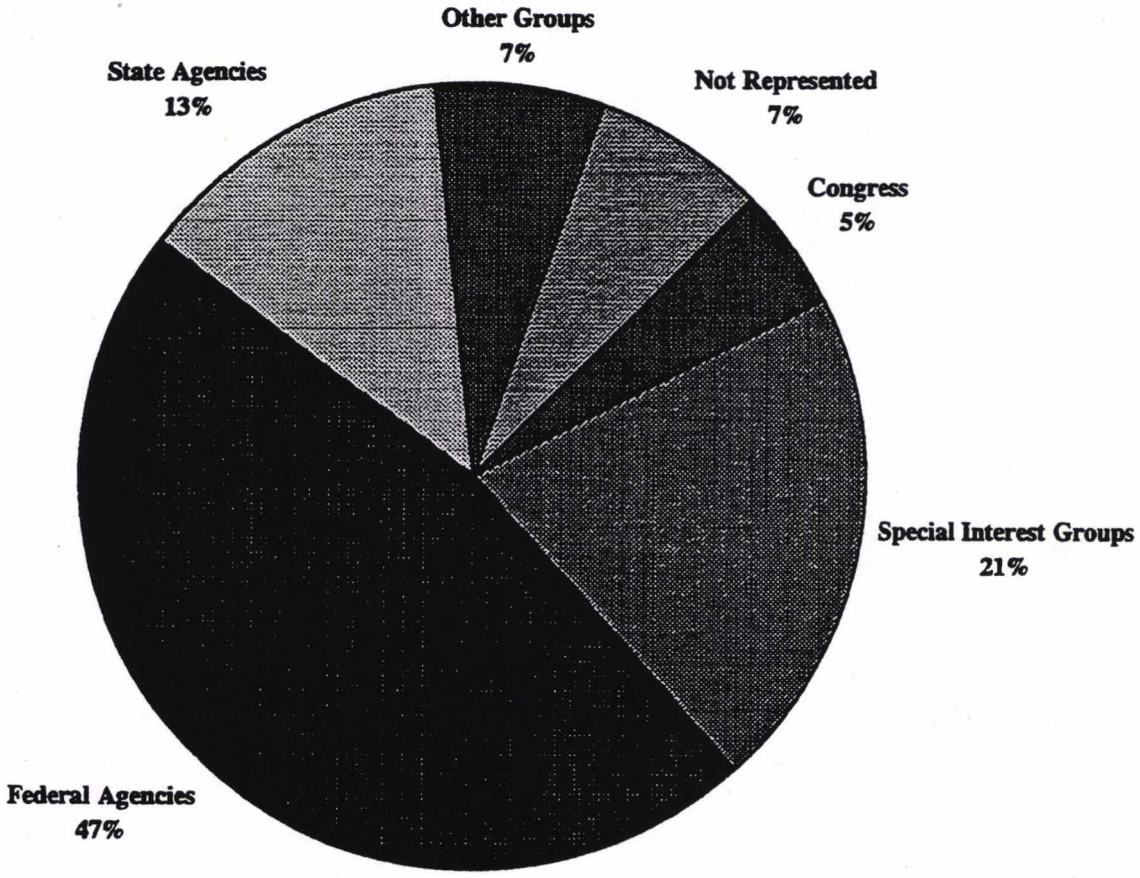
Mean: $\mu = 5.62$
Respondents: $\eta = 494$

The Federal Government Should Assist State And Local Government Agencies And Private Land Owners In Managing Forest Lands



Mean: $\mu = 5.20$
Respondents: $\eta = 468$

My Interest in Public Forest Management is Best Represented by the Following Organizations



The Highest Priority Use of American Dollars to Manage Public Forests Should be Concentrated on the Following